**[DELETE BEFORE ISSUING] Red Cross Press Release Review Process**

* Our goal in reviewing donor press releases is **not to slow down the process** but to ensure donors are distributing accurate and consistent messaging as it relates to a specific disaster, as of release date/time.
* The Red Cross will review each completed (template) release to ensure service delivery and donation language is accurate. Typically, donors are asked to allow **at least a 24-hour turnaround time**; however, we will make every effort to **turn around requests as quickly as possible**.
* All disaster-related content can be obtained through your relationship manager and will be fact-checked during the review process.
* Requests for customized Red Cross quotes may require **additional time** for approval.

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| --- | --- |
| **NEWS RELEASE** | Contact: [Name], [Title]  [Number] |

**[Company] Supports American Red Cross Disaster Relief**

***Annual commitment helped ensure response readiness for recent [disaster type].***

**[City, State, Month ##], 2025** — [Company] is proud to stand with the American Red Cross as the organization provides care and comfort following [specific disaster].

As a member of the American Red Cross [Annual Disaster Giving Program](https://www.redcross.org/donations/companies-and-foundations/adgp-disaster-responder-program.html) (ADGP) / [Disaster Responder Program](https://www.redcross.org/donations/companies-and-foundations/adgp-disaster-responder-program.html), [Company] made an annual commitment to Red Cross Disaster Relief in [insert donation month], helping power the organization’s nonstop response to disasters big and small across the country, including storms and countless other crises.

[Insert company quote, as appropriate]

The Red Cross responds to more than 65,000 disasters across the country every year, providing comfort and hope during what can be the worst days of people’s lives. Donations from ADGP/ Disaster Responder members like [Company] enable the organization to meet the needs of people affected by continuous disasters across the country — including safe shelter, warm meals and emotional support.

“We are so grateful for [Company’s] generous support, which helps ensure the Red Cross can prepare communities and families in advance of disasters big and small and be ready to provide comfort and hope when the unthinkable happens,” said Anne McKeough, chief development officer at the American Red Cross. “As extreme weather events become more frequent and intense, we count on donors like [Company] as we work together to support those in need year-round.”

One example of this is our ongoing response to [recent disaster], the Red Cross [include 2-3 sentences about Red Cross response to specific disaster]. In the days and weeks to come, the Red Cross will work alongside community partners and local officials to ensure people get the assistance that they need to get back on their feet.

[OPTIONAL SUPPORT PARAGRAPH] Individuals can help people affected by disasters like [disaster type] and countless other crises by making a gift to American Red Cross Disaster Relief. Donations to Disaster Relief enable the Red Cross to prepare for, respond to and help people recover from disasters big and small. Visit [redcross.org](http://www.redcross.org), call 1-800-RED CROSS or text the word REDCROSS to 90999 to make a $10 donation.

**About [Company]**

[Insert boilerplate]

**About the American Red Cross**  
The American Red Cross shelters, feeds and provides comfort to victims of disasters; supplies about 40% of the nation’s blood; teaches skills that save lives; distributes international humanitarian aid; and supports veterans, military members and their families. The Red Cross is a nonprofit organization that depends on volunteers and the generosity of the American public to deliver its mission. For more information, please visit [redcross.org](http://www.redcross.org) or [CruzRojaAmericana.org](http://www.CruzRojaAmericana.org), or follow us on social media.

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