**[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 the American Red Cross and the Annual Disaster Giving Program.
* The Red Cross will review each completed (template) release to ensure service delivery and donation language is accurate. While we will make every effort to turn around requests as quickly as possible, we ask for **at least 72 hours** to review releases that are issued outside of episodic disasters.
* Requests for customized Red Cross quotes may require **additional time** for approval.

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

**[Company] donates $1,000,000 to American Red Cross**

**Disaster Relief**

***As extreme weather becomes more frequent and severe, support helps power nonstop response to major disasters***

**City, State, Month ##], 2025** — The American Red Cross recognizes [Company], headquartered in [city, state], for its pledge of $1 million to the [Annual Disaster Giving Program](https://www.redcross.org/donations/companies-and-foundations/giving-opportunities-and-corporate-supporters.html#adgpdr) (ADGP). By making a pre-disaster donation to the Red Cross, [Company] helps ensure the organization is prepared to meet the needs of people affected by disasters big and small across the U.S.

The Red Cross responds to more than 65,000 disasters across the country every year, providing relief, comfort and hope to people during what can be the worst days of their lives. As major disasters like wildfires, storms and hurricanes increase in frequency and intensity — now occurring as often as every 15 days — donations from ADGP members fuel Red Cross readiness and ensure response capacity in times of crisis.

[Insert company quote, as appropriate]

ADGP members, along with their employees and customers, pledge financial and in-kind donations in advance of disasters to power the Red Cross with strong infrastructure, trained volunteers, innovative technology and critical resources necessary to provide relief and support when needed. These donations enable the Red Cross to respond to disasters at a moment’s notice — offering a safe place to sleep, a hot meal, emotional support and resources to aid in recovery — while also helping prepare people and communities for future disasters.

“I’m inspired by forward-thinking Annual Disaster Giving Program members like [Company] that make it possible for us to support those in need at a moment’s notice,” said Cliff Holtz, president and CEO of the American Red Cross. “Families are relying on the Red Cross more than ever as disasters become more frequent and intense, and generous partners like [Company] help us prepare for the worst and provide relief when the unthinkable happens."

Donations from ADGP members also support basic needs for families affected by home fires — which comprise the majority of Red Cross response efforts — and help ensure the Red Cross can continue educating people about disaster preparedness so they can cope with crises in their communities when the unthinkable happens.

[OPTIONAL MEMBERS PARAGRAPH] Other $1 million level ADGP members include these major leading companies and organizations: [Please reach out to your relationship manager for the current partner listing]

[OPTIONAL SUPPORT PARAGRAPH] Individuals can help people affected by disasters big and small 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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