**[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 Disaster Responder 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 $250,000 to American Red Cross**

**Disaster Relief**

***Investment helps power response to nearly twice as many major***
 ***disasters as a decade ago***

**[City, State, Month ##], 2025** — The American Red Cross recognizes [Company], headquartered in [city, state], for its pledge of $250,000 to the [Disaster Responder Program](https://www.redcross.org/donations/companies-and-foundations/giving-opportunities-and-corporate-supporters.html#adgpdr). By making a pre-disaster donation to the Red Cross, [Company] helps ensure the organization can quickly respond to disasters big and small across the U.S. and help people in need at a moment’s notice.

Disaster Responder members, along with their employees and customers, pledge financial and in-kind donations in advance of disasters to power the Red Cross with the infrastructure, volunteers, technology and resources to provide relief in times of crisis. These donations enable the Red Cross to respond to disasters at a moment’s notice — offering a safe place to sleep, a nutritious meal, emotional support and supplies to aid in recovery — while also helping prepare people and communities for future disasters.

[Insert company quote, as appropriate]

The Red Cross responds to more than 65,000 disasters across the country every year, providing comfort and hope in times of crisis. As rapidly intensifying storms, extreme heat, record floods and widespread wildfires continue to devastate communities across the country, donations from Disaster Responder members are more important than ever to power Red Cross relief efforts for those who need it most.

“Increasing severe weather events mean that families are relying on the Red Cross now more than ever,” said Anne McKeough, chief development officer at the American Red Cross. “We are so thankful for Disaster Responder members like [company] for their forward-thinking commitment that powers our preparedness and relief efforts, ensuring we can immediately provide help and hope to those facing their darkest day.”

Donations from Disaster Responder 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 offering disaster preparedness education nationwide.

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

[OPTIONAL MEMBERS PARAGRAPH] Other members of the Disaster Responder Program 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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