**[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 Service to the Armed Forces 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 NAME Supports American Red Cross**

**Service to the Armed Forces Giving Program**

*Donation Provides Critical Assistance Enabling Red Cross Support for the Military Community*

**CITY, Day, Month X, XXXX** — Today the American Red Cross is recognizing [insert partner name] for its annual commitment of [INSERT AMOUNT] to the Red Cross Service to the Armed Forces (SAF) Giving Program. Members of the program enable the Red Cross to provide emergency communications, critical community services and hospital and mental wellness support to service members, veterans their families and caregivers.

Each year, the Red Cross provides over 546,000 emergency and critical community services to military and veteran families through its SAF programs. Thanks to the generous SAF Giving Program donors, the Red Cross continues to care for U.S. military and veteran communities from the time a service member takes the oath to navigating life as a veteran.

“We are honored to be able to support the military community with a range of services both at home and abroad,” said [name, title].  “Thanks to the generosity of our Service to the Armed Forces Giving Program members, we can serve those who serve our nation, ensuring members of the military, veterans and their families can prepare for, cope with, and respond to the challenges of military service.”

For more than140 years, the Red Cross has provided comfort and support to members of the United States military. Last year alone, the organization:

* Distributed 463,730 care and therapy items to patients at medical facilities
* Assisted 230,020 (add VA?) patients through hospital rehabilitation and morale programs
* Handled 75,790 emergency communication cases through our Hero Care Network
* Provided information about Red Cross services for 178,760 new military members and their families
* Offered 23,710 family members behavioral health supportupdated numbers for FY23:
* Facilitated opportunities for 15,900 volunteers, who gave time valued at more than $29.2 million.

[Insert donor quotation] - This will need to be approved by the Red Cross.

Locally, the Red Cross provides a number of services for members of the military, veterans and their families. Those services include: [insert local service delivery information]

Individuals, groups and corporations can join SAF Giving Program members and help provide support to the military community across the country and around the world. Visit redcross.org or call 1-800-RED CROSS (1-800-733-2767) to make a donation.

**About the American Red Cross** *The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies about 40 percent of the nation's blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit* [*redcross.org*](http://www.redcross.org/) *or cruzrojaamericana.org, or visit us on Twitter at* [*@RedCross*](http://twitter.com/redcross)*.*

**About COMPANY NAME**

*Insert boilerplate*

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