**[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] Supports American Red Cross**

**Humanitarian Mission Through Disaster Responder Program**

*Pledge of Ongoing Support Enables Red Cross to Prepare for and Respond to Disasters*

**CITY, ST [Month X, 2019]** — Today the American Red Cross is recognizing [Company], headquartered in [City, State], for supporting Red Cross Disaster Relief through the [Disaster Responder Program](https://www.redcross.org/donations/companies-and-foundations/giving-opportunities-and-corporate-supporters.html#adgpdr) with an annual pledge of $250,000. Thanks to forward-thinking contributions in advance of disasters, the Red Cross is prepared to help meet the needs of people affected by disasters big and small, anytime and anywhere across the U.S.

Disaster Responder members—along with their employees and customers—pledge financial and in-kind donations in advance of disasters, powering the Red Cross with strong infrastructure, trained volunteers, innovative technology and critical resources necessary to provide relief and support to those in crisis. These annual contributions allow the Red Cross to respond whenever and wherever disasters occur, help families during the recovery process and prepare people for future emergencies.

“Every day in the face of disasters, the generosity of Disaster Responder members like [Company] ensures the Red Cross can provide comfort and care to people in their darkest hours,” said Don Herring, chief development officer at the American Red Cross. “We are extremely grateful for these contributions before disasters strike because it enables us to respond to disasters immediately and compassionately, when help and hope are needed most.”

[Insert company quote, as appropriate]

While large disasters like hurricanes, floods, tornadoes and wildfires typically draw national attention, each year, the Red Cross responds to more than 62,000 disasters across the country—the majority of which are home fires. Generous contributions from Disaster Responder members enable the Red Cross to provide services to people in need of assistance at no cost and regardless of income.

And thanks to Disaster Responder members, Red Cross volunteers are also in their local communities every day, conducting disaster preparedness presentations and giving people the reassurance and confidence to face crises of all kinds.

[OPTIONAL MEMBERS PARAGRAPH] Other members of the Disaster Responder Program include these major leading companies and foundations: [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. Visit [redcross.org](http://www.redcross.org), call 1-800-REDCROSS 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 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](http://www.redcross.org/cruz-roja), or visit us on Twitter at [@RedCross](https://twitter.com/redcross).

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