**[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.

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

**[Company] Gives Additional $[amount] to Support Red Cross Disaster Relief**

**CITY, ST [Month ##, 2019]** — In response to the recent [disaster type], [Company], a member of the [American Red Cross Disaster Responder Program](https://www.redcross.org/donations/companies-and-foundations/giving-opportunities-and-corporate-supporters.html#adgpdr), is contributing an additional $[amount] to American Red Cross Disaster Relief. The donation will help the Red Cross provide food, emergency shelter, relief supplies and comfort to those affected by disasters like [disaster type] and countless other crises.

As a Disaster Responder member, [Company’s] ongoing donation to the Red Cross in advance of disasters helped ensure the Red Cross was on the ground immediately after this disaster struck. [Company’s] additional donation of $[amount] provides additional, much-needed funds to help support the needs of people affected by disasters across the country.

[Insert company quote, as appropriate]

Earlier this week, the Red Cross [include 2-3 sentences about Red Cross response to specific disaster].  In the days and weeks to come, Red Cross disaster relief workers will continue to manage feeding operations and distribution of relief supplies and work with emergency officials and other partners to get individuals and households the support they need. Red Cross.

“We are so grateful to [Company] for their ongoing support of our disaster relief operations,” said Don Herring, Red Cross Chief Development Officer. “Funds generously donated by Disaster Responder members and by the general public are essential to our ability to fulfill the mission of the Red Cross.”

Each year, the Red Cross responds more than 62,000 disasters down the street and across the country including home fires, hurricanes, floods, earthquakes, tornadoes and wildfires. Donations from Disaster Responder members like [Company] enable the Red Cross to prepare communities for disasters big and small, respond whenever and wherever disasters occur and help families during the recovery process.

[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-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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