



PRESS ROOM
Press Room



PRESS RELEASE

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FOR IMMEDIATE RELEASE

93% OF AMERICANS ARE NOT PREPARED FOR A DISASTER

Colorado Springs, CO – According to an April 2007 poll conducted by the American Red Cross and Harris Interactive, only seven percent of the population has taken what the Red Cross considers the three steps necessary to prepare for a disaster or emergency: Get a Kit, Make a Plan, and Be Informed. With September being National Preparedness Month, the Pikes Peak Chapter of the American Red Cross is aiming to train as many people in preparedness as possible.

The Pikes Peak Red Cross, with the help of a grant from the Corporation for National and Community Service, is stepping up its efforts to proactively engage the southeastern Colorado community in preparing for emergencies by providing free presentations on how to “Be Red Cross Ready” to local community groups. The presentations teach the basics of the 3 steps to disaster preparedness: Get a Kit, Make a Plan, and Be Informed. In the 30-45 minute presentations, the Red Cross gives the specifics on what one would put in a disaster supplies kit, who to have as emergency contacts, where to turn for information in the event of an emergency, and many other useful items.

To cap off National Preparedness Month, the Red Cross is working with Bonfils and Sam’s Club to host a blood drive in the South Academy Sam’s Club parking lot on September 28th. Every two seconds someone in America needs blood and every blood donation can save up to 3 lives. If you would like to help save a life by giving blood at the event, please contact John Memmer at (719)785-2752 for more information on eligibility.

If you would like more information on how you and your family could attend one of the free “Be Red Cross Ready” presentations, please contact John Memmer at the Red Cross by calling (719)785-2752 or emailing jmemmer@pparc.org. If you do not have the time to attend a presentation, please feel free to

contact the Red Cross and they will provide you with their basic brochure on the 3 steps to emergency preparedness and answer any questions you may have.

To learn more about Red Cross programs, to sign up for classes, to make a donation, or to volunteer please call (719) 632-3563 or visit our web site at www.pparc.org.

The Red Cross relies on donations and grants and is not a government agency. Ninety-one cents of every dollar raised supports services and programs offered by the Red Cross, including health and safety courses, disaster response and planning, youth services, and international and social services including support for the U.S. Armed Forces and their families. More than 500 volunteers support the Pikes Peak Chapter in providing services to more than 30,000 people in an 18 county area and responding to an average of 60 disasters each year.

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