



PRESS RELEASE

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FOR IMMEDIATE RELEASE

COMMUNITY'S QUICK RESPONSE REACHES RED CROSS FUNDRAISING GOAL FOR CASTLE WEST APARTMENT FIRE

Colorado Springs, CO – Due to the extraordinary generosity of the public across the Pikes Peak Region, the American Red Cross believes that current contributions and pledges, when received, will be sufficient to cover the estimated costs of the Red Cross response to this disaster. You can continue to support the American Red Cross by contributing to your local chapter or the Disaster Relief Fund. The Disaster Relief Fund ensures, just as it did in Colorado Springs, that help is immediately available in every community across the United States.

As of 5:00 P.M. yesterday, Thursday, January 18, the Pikes Peak Chapter has:

- assisted 253 people
- opened cases on 99 families
- served 150 meals and 425 snacks
- distributed 158 Comfort Kits (kits include personal care items such as toothbrush, deodorant and shampoo)
- provided 299 counseling contacts
- Responded to 43 welfare inquiries
- 49 staff and volunteers assigned to the operation

This fire was the eighth multi-family apartment fire served by the Pikes Peak Chapter since July. The Red Cross also serves people affected by single family fires including 3 that occurred in our community during the Castle West relief effort.

All American Red Cross disaster assistance is free, made possible by voluntary donations of time and money from the American people. You can help the victims of thousands of disasters across the country each year, disasters like the Castle West Apartment Fire, by making a financial gift to the American Red Cross Disaster Relief Fund, which enables the Red Cross to provide shelter, food, counseling and other assistance to victims of disaster. The American Red Cross honors donor intent. If you wish to designate your donation to a specific disaster please do so at the time of your donation. Call 1-800-REDCROSS or 1-800-257-7575 (Spanish). Contributions to the Disaster Relief Fund may be sent to your local American Red Cross chapter or to the American Red Cross, P. O. Box 37243, Washington, DC 20013. Internet users can make a secure online contribution by visiting www.redcross.org.

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Pikes Peak region...meet YOUR Red Cross