



PRESS ROOM  
Press Room



# PRESS RELEASE

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FOR IMMEDIATE RELEASE

## Hurricane Dean Threatens Mexican Resort Areas

*Red Cross encourages families to use Safe and Well System as people evacuate resort areas*

**Colorado Springs, CO, August 20, 2007** –Hurricane Dean continues to track southward toward the Mexican coast. While this lessens the threat to Texas and Louisiana, many others now worry for the safety of their friends and families vacationing in the popular Mexican resort areas of Cancun and Cozumel.

As part of the [Be Red Cross Ready](#) campaign, the Red Cross stresses the importance of being informed during a disaster. For those people seeking to evacuate the Mexican coast, this means paying attention to the instructions of the local authorities, monitoring the storm and securing transportation to a safe destination. As a concerned family member, you can also help. As people evacuate from resort areas, the Red Cross encourages families back home to list the status of their loved ones on the Safe and Well site. By listing your loved one on the Safe and Well Web site, you can actually participate in the disaster relief effort and help to reassure other friends and family that your traveler is safe.

The Red Cross Safe and Well site is a tool that allows families to stay in touch immediately following a disaster. People who must evacuate the area can go online to [www.redcross.org](http://www.redcross.org), list themselves and their family on the Safe and Well site and select a pre-scripted message that indicates their plans. Examples of messages include: “I am safe and well...,” “Currently at shelter.” and “Will make phone calls when able.” Loved ones who read these messages will gain peace of mind knowing that their families are out of harm's way. Family members can also register their loved ones on the site.

The Red Cross encourages everyone to take advantage of this important service. Call your family members as they await evacuation, and offer to list them on Safe and Well. Immediately following a disaster, just the short message left on this site can be enough to give your friends and family peace of mind.

To register a family member on Safe and Well, visit [www.redcross.org](http://www.redcross.org), or call 1-800-REDCROSS for assistance from a Red Cross agent.

For more information on general disaster preparedness, please visit [www.redcross.org/BeRedCrossReady](http://www.redcross.org/BeRedCrossReady).

*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 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](http://www.redcross.org).*

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**Pikes Peak region...meet YOUR Red Cross**