



PRESS
Press Room



NEWS RELEASE

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FOR IMMEDIATE RELEASE

LOCAL RED CROSS CHAPTER SEEKS FINANCIAL DONATIONS FOR LOCAL DISASTER RELIEF FUND

Colorado Springs – The American Red Cross Pikes Peak Chapter has almost exceeded its Disaster Relief budget for this Fiscal Year 2007 in the first four months of the year. \$32,701 was budgeted for the period of July 1, 2006 to June 30, 2007 for direct assistance in helping local community members affected by disasters such as home fires, but as of November 2, 2006, four months into the year, \$25,856.73 has been spent.

“We’ve seen a record number of house fires so far this summer and fall, much more than years past”, says Jennifer Mariano, Emergency Services Director for the Pikes Peak Chapter. “If the number of house fires continue to increase, we expect to respond to more than 63 disasters this fiscal year, a 17% increase from last year”.

To date, the Pikes Peak Chapter has responded to 21 local disasters, 15 of which were house and apartment fires, 4 were related to floods and 1 was for a condemned house. They’ve assisted 90 adults and 54 children and have spent \$25,856.73 in direct assistance for these community members.

On November 1, 2006 at 3:30 am, Red Cross Disaster Action Team volunteers were dispatched to a house fire on S. Academy Blvd. in Colorado Springs. Two families were displaced and Red Cross volunteers assisted with immediate emergency needs. Then again, at 9:30pm November 1, those same volunteers were called again to an apartment fire on Potter Drive. Three families were affected, leaving 19 people homeless and the Red Cross assisted those families as well. There was also an apartment fire in Canon City on October 29, resulting in two residents being displaced. The total amount of direct disaster assistance given for this week alone is \$5,960.58.

Because of the increase in local disasters, the Red Cross Pikes Peak Chapter is asking the Pikes Peak region for financial donations and volunteers to help support their Local Disaster Relief Fund. “We expect that the number of disasters that we will respond to in the Pikes Peak region this year will be unprecedented. With the winter months and Christmas season around the corner, the number of house fires could increase significantly” says David Just, CEO of the Pikes Peak Chapter. “We need the community’s help, both with donations of time and money”.

The American Red Cross Pikes Peak Chapter is asking for financial donations to its Local Disaster Relief Fund to support the increased disaster relief activities in the Pikes Peak region. To donate, you may call (719) 632-3563 or mail a check or bring in person to American Red Cross Pikes Peak Chapter, 1040 S. 8th Street, Colorado Springs CO, 80906. Interested volunteers should call (719) 632-3563 for more information.

The American Red Cross is where people mobilize to help their neighbors—across the street, across the country, and across the world—in emergencies. Each year, in communities large and small, victims of some 70,000 disasters turn to neighbors familiar and new—the nearly one million volunteers and 35,000 employees of the Red Cross. Through almost 900 locally supported chapters, more than 15 million people gain the skills they need to prepare for and respond to emergencies in their homes, communities and world. Some four million people give blood—the gift of life—through the Red Cross, making it the largest supplier of blood and blood products in the United States. And the Red Cross helps thousands of U.S. service members separated from their families by military duty stay connected. As part of the International Red Cross and Red Crescent Movement, a global network of 181 national societies, the Red Cross helps restore hope and dignity to the world’s most vulnerable people. An average of 91 cents of every dollar the Red Cross spends is invested in humanitarian services and programs. The Red Cross is not a government agency; it relies on donations of time, money, and blood to do its work. Contributions to the American Red Cross may be sent to American Red Cross Pikes Peak Chapter, 1040 S. 8th Street, Colorado Springs, CO 80906.

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Pikes Peak Region...meet YOUR Red Cross