



PRESS
Press Room



PRESS RELEASE

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FOR IMMEDIATE RELEASE

RED CROSS RELEASES FUNDRAISING GOAL FOR CURRENT DISASTER RELIEF OPERATION

Colorado Springs, CO – The American Red Cross Pikes Peak Chapter would like to thank the community for their generous financial support thus far as the Chapter continues to respond to the Castle West Apartment Fire. Every donation makes a difference and is very much needed.

As of 5:00 P.M. yesterday, Wednesday, January 17, the Pikes Peak Chapter has:

- assisted 137 victims
- opened cases on 83 families
- served 150 meals and 425 snacks
- distributed 128 Comfort Kits (kits include personal care items such as toothbrush, deodorant and shampoo)
- provided 245 counseling contacts
- 45 staff and volunteers assigned to the operation

The Pikes Peak Chapter expects to spend \$102,640 responding to the Castle West Apartment Fire and so far has raised \$37,600 in donations. 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. You may make an online donation by going to www.pparc.org or mail a check, made payable to the American Red Cross to 1040 S. 8th Street, Colorado Springs, CO 80906.

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 (name of your disaster here), 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