



**American
Red Cross**

Heart of Tennessee Chapter

Heart of Tennessee Chapter
836 Commercial Court
Murfreesboro, TN 37129
www.midtnredcross.org

News Release
NEWS RELEASE

Contact: Beth Ferguson
Phone: 615.893.4272 ext. 106
Fax: 615.895.8218
Fergusonb@hot-redcross.org

Red Cross Launches 2010 Holiday Giving Campaign

[MURFREESBORO], Tenn., November 2, 2010–. The holiday season is a time of hope, and a gift to the Red Cross provides hope when the next disaster strikes, when a neighbor’s house burns down, when someone needs life-saving blood or when a child needs a hug and a blanket. This gift saves the day for people down the street, across the country, and around the world. The American Red Cross holiday giving campaign urges people to make a **“gift that saves the day”** for those in need.

The Red Cross has an online gift catalogue at www.redcross.org/gifts that features more than 20 gift ideas—like assisting someone in the military with a phone card or supplies, providing food and shelter to a disaster victim, or giving basic necessities to a family in another country.

Gifts made through the catalogues are contributions towards a Red Cross program area, not a donation to a specific project or item. The donations will be used to provide assistance where it is needed most within the program area; remaining money is put to use where it is needed most.

For more than a year, the tough economy is causing more and more people to seek help from the Red Cross and other non-profits at a time where it’s generally more and more difficult to raise money. We are working very hard to raise money now so the Red Cross will be there tomorrow with help and hope when people need it most.

History has proven that when Americans are in need, America responds. We are encouraging people to continue to be generous this holiday season in their support of the American Red Cross. These are difficult times for families and businesses across our nation. But while it’s never been harder to give, it’s never felt better.

A Red Cross survey in the 2009 holiday season showed that support for charitable giving was strong, even as many people were cutting gift-buying, parties and travel during the holiday season. The Red Cross survey found that many people were tightening their belts in the 2009 holiday season, with 29 percent cutting back on money spent on holiday gifts; 31 percent planning to spend less for parties this year; 40 percent cutting back on spending for holiday decorations; and 44 percent reducing their travel .

In this season of hope when you want your gifts to really matter, there’s one gift you can always count on to save the day. When the next disaster strikes; when a neighbor’s house burns down; If someone needs lifesaving blood; or the comfort of a helping hand. Hope. It’s the gift you can give today to the American Red Cross. Give the gift that saves the day.

The Heart of Tennessee Chapter of the American Red Cross provides vital emergency assistance to help victims of local disasters in Rutherford, Bedford, Cannon, Franklin, Coffee & Moore counties. Over the past year the Chapter responded to 99 single family fires, trained nearly 11,625 people in CPR & First Aid, Babysitting and Aquatics training, and provided pre-deployment briefings and emergency communications for 284 families of active duty military personnel and their families. Over 13,177 pints of life-saving blood were collected from the community last year. All of these services are made possible by over 320 dedicated local Red Cross volunteers as well as through generous gifts from the local community. To get more information please call 615) 893-4272 or log on to www.midtnredcross.org.

-End-