



Heart of Tennessee Chapter  
836 Commercial Court  
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[www.midtnredcross.org](http://www.midtnredcross.org)

## **NEWS RELEASE**

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### **Local Red Cross Launches Capital Campaign for New Building** *New Facility to Increase Visibility and Better Serve the Community*

**[MURFREESBORO], Tenn., January 3, 2011** - The American Red Cross is launching a \$925,000 Capital Campaign to meet the growing demand for its services in Rutherford and surrounding counties. Through a lead gift from the Christy Houston Foundation, the American Red Cross has purchased the Rutherford County Chamber of Commerce building located at 501 Memorial Boulevard in Murfreesboro. Through funds raised in the Building Awareness Campaign the chapter will renovate the former Chamber Building and install a state-of-the-art Blood Donation Center, Disaster Operations Center and Education Center.

In the past two years, the Red Cross has responded to two major disasters in Rutherford County, the April 2009 Tornado and Spring 2010 flooding. "In the past two years through the generous support of the community, the American Red Cross has been able to provide over \$365,000 in direct financial assistance to those affected by disasters. Our new American Red Cross Headquarters will enable us to better prepare and respond to future disasters, collect more life-saving blood, as well as, recruit and train more volunteers. The location will also make it easier for those needing assistance to receive assistance or those wanting to provide assistance to become trained to do so," said Greg King, CEO of the Heart of Tennessee Chapter. King also said, "The new facility will also enable both our chapter and blood services division to better share personnel, technology and facilities, making better use of the donor dollars provided to us."

Mary Ann Eckles, will serve as Chairperson for The Building Awareness Capital Campaign. "I am really excited to have an opportunity to work with the Red Cross on this important campaign and I know that the new facility will have such a positive impact on our community," said Eckles. Also working on the campaign committee will be Jan Beard, Dr. Sally Bullock, Tom Bumpus, Larry Kirk, Chad Lane, Dr. Richard Michaelson, Freda Morgan, Lisa Trail and Bart Walker.

With over 4500 whole blood donations and 2400 platelet donations annually, the need for an expanded blood collection facility is a top priority for the American Red Cross. A major portion of the first floor will be converted into a 1607 square foot, state-of-the-art blood collection center. The new location will provide space for an additional Apheresis machine, whole blood beds and provide easier access for donors.

Recent demands, such as tornado and flooding response, emphasized the need for the American Red Cross to expand its disaster relief capabilities. The new Disaster Operations Center will serve as the nerve center and centralized communications hub for Red Cross disaster Services. "The positive and continuous impact of the Disaster Operations Center for the citizens the Chapter serves are enormous. The most significant benefits include; Faster, more effective disaster relief, quicker communications regarding the scope of disasters, better coordination with emergency responders, greater leverage of Homeland Security Resources and faster economic recovery," said Bill Shacklett Chairman of the Heart of Tennessee Chapter Board of Directors.

The chapter will also have a new 1200 square foot Training Center, with the capacity to train over 60 people. Easier public access along with state-of-the-art technology will enable the chapter to provide significantly more community training opportunities to the general public, as well as provide companies lacking adequate training facilities an option to help meet their OSHA standards.

Through the Building Awareness Campaign, the American Red Cross has several Naming Opportunities for corporations, foundations and individuals which include; Blood Services Center, Education Center, Disaster Operations Center and Blood Donor Bays. "We encourage our community to be there for the American Red Cross as they seek to improve their ability to meet our communities' needs, whether it be blood required after an accident, a place to sleep after a tornado or emergency communications to a service member, the American Red Cross is always there for us," said Mary Ann Eckles Campaign Chair.

The American Red Cross will renovate portions of the building in January and February and plans to relocate to the 501 Memorial location on March 1, 2011.

Those wishing to invest in the American Red Cross Service Center can schedule a tour of the facility and review architectural plans by contacting Greg King, CEO at 893-4272 x.101. Members of the community can make an online donation and get more information at [www.midtnredcross.org/capitalcampaign.htm](http://www.midtnredcross.org/capitalcampaign.htm). Capital Campaign Supporters can also mail a check to their current facility located at 836 Commercial Court, Murfreesboro, TN 37129.

*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 trained nearly 15,000 people in CPR & First Aid, Babysitting and Aquatics training, and provided pre-deployment briefings and emergency communications for over 640 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](http://www.midtnredcross.org).*

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