



**American  
Red Cross**

Heart of Tennessee Chapter  
501 Memorial Blvd.  
Murfreesboro, TN 37128  
[www.midtnredcross.org](http://www.midtnredcross.org)

## NEWS RELEASE

**Contact:** Beth Ferguson  
Office Phone: 615.893.4272  
Cell Phone: 615.653.2309  
E-mail: [fergusonb@hot-redcross.org](mailto:fergusonb@hot-redcross.org)

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### Give Something That Means Something This Holiday Season

*American Red Cross launches holiday fundraising campaign to help those in need*

**[MURFREESBORO], Tenn., November 21, 2011**--The holiday season is just around the corner and this year the American Red Cross is urging people to *give something that means something* by donating to the Red Cross and helping those in need.

The Red Cross has launched a holiday fundraising campaign, asking everyone to visit [www.redcross.org/gifts](http://www.redcross.org/gifts) to make a donation in the name of the people on their gift list this year. Their donation can help provide food and shelter to a victim of disaster, help purchase things like phone cards and supplies for a member of the armed forces, or help supply basic necessities to families in desperate need in countries across the world.

Everyone is invited to browse through the Red Cross Holiday Giving Catalog and view symbolic gifts they can “purchase” for, or in honor of, a loved one - things like infant care kits for babies in emergency shelters, comfort kits for wounded warriors, or water containers used when natural disasters disrupt a community’s water supply overseas.

“We are asking people to give a gift that means something in the spirit of the holiday season,” said Greg King, Heart of Tennessee Chapter CEO. “Their donation can help save the day when fire destroys a neighbor’s house, when a patient needs blood, when a member of the military has a family emergency back home.”

Fiscal Year 2011 was a busy year for the Red Cross. Red Cross chapters responded to more than 68,000 disasters across the country, including the launch of major relief operations for wildfires that burned hundreds of thousands of acres; tornadoes that destroyed entire towns; and flooding that left communities under water from the Dakotas to the East Coast.

Red Cross Service to the Armed Forces workers provided assistance to more than 386,000 members of the military and their families, veterans and civilians. Red Cross Blood Services distributed more than nine million blood products for patients in nearly 3,000 hospitals across the United States. The Red Cross enrolled more than 8.2 million people in health and safety training such as first aid and CPR, aquatics and water safety. As part of the global Red Cross network in more than 180 countries around the world, the American Red Cross responded to disasters and public health emergencies in more than 60 countries.

“We ask people to be generous this holiday season in their support of the Red Cross,” King said. “History has proven Americans respond when people are in need. These are difficult times for families and businesses across our nation, but we ask that people support the Red Cross and the help its programs provide during the holidays this year.”

#### **About the American Red Cross:**

*The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies nearly half of the nation's blood; teaches lifesaving skills; provides international humanitarian aid; and supports military members and their families. The Red Cross is a charitable organization — not a government agency — and depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit [www.redcross.org](http://www.redcross.org) or join our blog at <http://blog.redcross.org>.*