



Greater Kalamazoo Area Chapter  
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269-353-6180, 1-800-382-6382 (269 area only)  
[www.greaterkzooedrcross.org](http://www.greaterkzooedrcross.org)

## **PUBLIC SERVICE ANNOUNCEMENT**

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**For Immediate Release**

### **Providing Help and Hope - Every Day**

**Kalamazoo, MI, July 2, 2009** – The latest in a year-long string of major apartment fires in Kalamazoo, the fire at Fox Ridge Apartments displaced 29 families on the city's northwest side. The Greater Kalamazoo Chapter of the American Red Cross was there providing help and hope for those who lost everything. Many people do not realize that when the local fire department responds to a fire, the Red Cross also answers the call. Your local Red Cross Disaster Action Teams are on call 24-hours-a-day, every day of the week, and every holiday. These dedicated and trained volunteers leave family, friends, meals and celebrations to meet the emergency needs of those affected by disaster. Not yet 48 hours have passed since the devastating fire at Fox Ridge and the Red Cross has already provided more than \$12,500 in direct assistance to those residents with immediate emergency needs for food, clothing and shelter.

The residents of Allegan, Cass, Kalamazoo and St. Joseph counties count on the Greater Kalamazoo Area Chapter of the American Red Cross to be there with emergency assistance. But without the services of volunteers and the generous donations of the citizens in our area, your Red Cross could not continue its life changing work. The unprecedented number of disasters – fire and flood – in our communities over the last 12-18 months has strained the resources of the Greater Kalamazoo Area Chapter. This situation prompts us to make a special call for assistance at this time. You can help people affected by disasters like this fire, by donating to the American Red Cross Disaster Relief Fund. On those rare occasions when donations exceed Red Cross expenses for a specific disaster, contributions are used

to prepare for and serve victims of other disasters. Your gift enables the Red Cross to provide shelter, food, counseling and other assistance to victims of all disasters. Call 1-800-RED-CROSS (1-800-733-2767) 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](http://www.redcross.org).

**About the American Red Cross** - The American Red Cross shelters, feeds and counsels victims of disasters; provides nearly half of the nation's blood supply; teaches lifesaving skills; 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 humanitarian mission. For more information, please visit [www.redcross.org](http://www.redcross.org) or [www.greaterkzoo.redcross.org](http://www.greaterkzoo.redcross.org).

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