



**American
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News Release
NEWS RELEASE

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Persistent Flooding Devastates the Midwest and South Central US

Additional Donations Needed to Provide Relief to Flood Victims

WASHINGTON, D.C., August 23, 2007 — Heavy rain and flooding continues to plague the Midwest and South Central US submerging thousands of residences and businesses and leaving 22 people dead. The American Red Cross was among the first on the ground and continues to respond to the torrential storm systems throughout Minnesota, Ohio, Oklahoma, Texas and Wisconsin by providing food, shelter, counseling and other assistance made possible by funds from the American Red Cross Disaster Relief Fund.

The Red Cross asks the public to please give generously to the Disaster Relief Fund in support of these disasters. The Disaster Relief Fund is the financial resource through which the Red Cross can provide immediate relief to disaster victims before the first donations have been given in response to these disasters. Donations from the Disaster Relief Fund have enabled Red Cross volunteers and employees to be stationed across the affected areas providing flood victims, families, children and elderly with essential resources needed to cope with the immediate aftermath of the floods.

The Red Cross has opened shelters, providing residence with a dry place to stay and hot meals. Red Cross Emergency Response Vehicles (ERVs) are driving through flooded communities distributing food, clean-up kits and comfort kits to families, individuals and rescue workers who cannot make it to a shelter or are involved with clean-up efforts. Licensed Red Cross mental health professionals are helping families and individuals cope with the fear and stress from the trauma of flood disasters.

Financial contributions are still needed to support Red Cross relief efforts, and more hazardous weather is forecasted for already flooded areas. The Red Cross response in Minnesota, Ohio, Oklahoma, Texas and Wisconsin is expected to cost millions of dollars.

“The Red Cross will continue to work with community partners to identify resources that can aid in the recovery of individuals and families affected by the floods,” said Kathleen Loehr, Interim Senior Vice President of Development at the American Red Cross. “It is only through the public’s continued support of the Disaster Relief Fund that we are able to provide lifesaving services during these times of multiple disasters.”

Americans can support the Disaster Relief Fund and help provide food, shelter, counseling and other assistance to the victims of thousands of disasters across the country each year by visiting www.redcross.org or call 1-800- RED CROSS to make a donation.

You can help the victims of thousands of disasters across the country each year, disasters like the Midwest and South Central Floods of 2007, by making a financial gift to the American Red Cross Disaster Relief Fund. This Fund enables the Red Cross to provide shelter, food, counseling and other assistance to victims of disasters. 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.

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