



**American
Red Cross**

New Mexico Chapter
2121 Osuna Rd. NE
Albuquerque, NM 87113
505-265-8514
Kathy Segura-Salas, Executive
Director, 505-690-9379

News Release
NEWS RELEASE

Kathy Segura
Executive Director
505-690-9379
Kathy.Segura@redcross.org

**AMERICAN RED CROSS VOLUNTEERS HEADING TO THE GULF COAST “VIRTUALLY”
TO HELP THOSE AFFECTED BY HURRICANE LAURA**

FOR IMMEDIATE RELEASE

Albuquerque, NM. (AUGUST 26, 2020) The New Mexico Chapter of the American Red Cross will be deploying volunteers “virtually” to Texas in preparation of landfall and projected significant damage created by Hurricane Laura. Those volunteers will be joining previously deployed “in person” volunteers that are already on the ground in advance of the storm. The COVID19 pandemic has changed the way the American Red Cross responds to large scale national disasters. Virtual volunteers will be providing mental health care, disaster management, government liaison, planning and other critical disaster response functions.

Currently six Red Cross volunteers from New Mexico have been assigned to the Hurricane Laura disaster response. Some of these volunteers can be available for virtual or in-person interviews if requested.

Kathy Segura, Executive Director of the New Mexico Chapter of the American Red Cross is available for an interview.

Other information regarding the Red Cross response:

- While the exact paths and potential impacts of these storms are still uncertain, the Red Cross is coordinating with community partners and emergency responders to be ready to provide aid.
- To help keep people safe, we are following guidance from CDC and public health authorities — and have put in place additional precautions.
- Some of these plans include face coverings, health screenings, and opening more shelters that will house fewer people than normal, so that our special social distancing protocols can be maintained.
- Ensuring people have a safe place to stay during a disaster is a critical part of the Red Cross mission, but how we support sheltering efforts may be different in each community, depending on local emergency operations plans.

- It's important to remember that responding to disasters is a team effort and no single organization can do it alone — this is particularly true in this current environment.

You can help people affected by disasters like storms and countless other disasters by making a gift to Red Cross Disaster Relief. Your gift is a commitment to helping people in need, and every single donation matters.

- Your gift enables the Red Cross to prepare for, respond to and help people recover from disasters big and small.
- Visit redcross.org, call 800-RED-CROSS, or text the word REDCROSS to 90999 to make a \$10 donation.

About the American Red Cross:

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies about 40 percent of the nation's blood; teaches skills that save lives; provides humanitarian aid; and supports military members and their families. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit redcross.org or cruzrojaamericana.org, or visit us on Twitter at [@RedCross](https://twitter.com/RedCross).

Local American Red Cross Social Media: Facebook - @RedCrossAriz; Twitter - @redcrossaz; Instagram - @redcross.az.nm

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