



**American
Red Cross**

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News Release
NEWS RELEASE

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Life's Emergencies Don't Stop Amid COVID-19 Outbreak



***Donate on March 25 at redcross.org/givingday
to support urgent needs of Red Cross mission***

Immediate Release

Albuquerque, NM. – March 24, 2020 - On March 25, the American Red Cross seeks 30,000 supporters to support the urgent needs of its lifesaving mission during Red Cross Giving Day.

Red Cross Giving Day is an annual campaign in March — proclaimed as Red Cross Month for more than 75 years by U.S. presidents — to help people who depend on the Red Cross mission, which touches millions of lives each year.

This year's theme, "emergencies don't take a break," rings true now more than ever. Even in the face of the COVID-19 pandemic, hospital patients still need lifesaving blood; neighbors still need food, shelter and care after disasters of all sizes; military families still need support; people still need to know how to perform critical skills like first aid and CPR; and vulnerable communities worldwide still need humanitarian assistance.

Each year on average, the Red Cross:

- Responds to more than **60,000** disasters across the country.
- Trains more than **4.8 million** people in first aid, water safety and other lifesaving skills.
- Collects more than **4.6 million** blood donations and nearly **1 million** platelet donations from more than **2.6 million** volunteer donors.
- Provides nearly **471,000** services to military members, veterans and their families.
- Helps **230 million** people outside the U.S. through American Red Cross disease prevention activities and disaster services.

HOW YOU CAN HELP On March 25, Red Cross Giving Day, donate at redcross.org/givingday to be one of 30,000 supporters to stand together and aid others during life's crises when help cannot wait. Your gift will enable us to continue delivering our lifesaving work — both today and in the days ahead.

You can also help by scheduling an appointment to donate blood at RedCrossBlood.org. The Red Cross faces a severe blood shortage due to an unprecedented number of blood drive cancellations during this coronavirus outbreak. Healthy individuals are needed to schedule an appointment to give in the days and weeks ahead to help patients counting on lifesaving blood throughout this pandemic.

For information on how to protect your well-being during the COVID-19 outbreak, visit redcross.org/coronavirus.

About Our Giving Day Supporters:

The American Red Cross is grateful for those donors who are making an impact by supporting our Giving Day, especially the Energy Transfer / Sunoco Foundation. Thanks to the kindness of these and other supporters, the Red Cross is able to provide hope and emergency support when people need it most.

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 international 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).

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