



American Red Cross

Collier County Chapter

2610 Northbrooke Plaza Drive

Naples, FL 34119

Contact: MaryLee Conner
239-596-6868 x 12

For Immediate Release:

2010 American Red Cross “Heroes” Campaign to Benefit Collier County Chapter

(January 4, 2010) Naples FL — Try to imagine if a hurricane or a tornado ripped across Collier County and the kind of devastation you and your family might have to face. Or, if a fire erupted in your home and destroyed all of your possessions - do you have any idea who would be one of the first ones to help? The American Red Cross of Collier County would arrive on the scene of the disaster to make sure that assistance would be given to you and your loved ones.

For people, like yourselves, who are grateful for the services the Red Cross provides, the 2010 “Heroes” Campaign is a meaningful opportunity to show support.

“The 2010 American Red Cross “Heroes” Campaign will officially run from January 20 – February 25, 2010. At present, we are laying the ground work for the 2010 campaign and are seeking individuals, companies, schools, civic clubs or professional organizations in the community who will pledge to raise \$1,000 to keep the Red Cross services strong in Collier County. Usually, the money is raised through an event planned by the supporters, and can be held anytime from now until next June,” said Deborah Horvath, CEO of the local chapter.

Ms. Horvath added, “If ever we needed members of the community to step forward to be “Heroes” for the American Red Cross, it is now. We want to ensure that should any disaster strike Collier County that the American Red Cross will have the necessary resources at their fingertips to respond.”

In 2009, the Collier County Chapter responded to more than 3 dozen disaster calls including single family and apartment fires, and brush fires lasting several days, at a total cost of more than \$60,000. Other services provided include emergency military communications, First Aid and CPR Training, and disaster preparedness information for the community.

To find out more about exciting ways to become a “Hero”, call Mary Lee Conner at the American Red Cross Collier County Chapter at 239-596-6868.

The American Red Cross is a humanitarian organization, led by volunteers, that provides relief to victims of disasters and helps people prevent, prepare for, and respond to emergencies. It does this through services that are consistent with its Congressional Charter and the fundamental principles of the International Red Cross Movement.