



**American
Red Cross**

Greater Cleveland Chapter

NEWS RELEASE

October 7, 2011

Red Cross to Participate in Press Conference at Fire Training Academy to Kick Off Fire Prevention Week

(Cleveland) -- The American Red Cross of Greater Cleveland will participate in a press conference led by the City of Cleveland's Fire Division to kick off Fire Prevention Week, the week of October 10-14, 2011, which focuses on the prevention of fires.

Press Conference

10 a.m.

Monday, October 10, 2011

Fire Training Academy

3101 Lakeside Avenue

Cleveland, Ohio

Linda Delmonico, regional director of emergency services, American Red Cross of Greater Cleveland, will speak about the long-standing relationship between the Red Cross and the Cleveland Fire Department through the Operation Save-a-Life program, which installs free smoke detectors. The Red Cross launched the "Campaign to Save-a-Life" in July to raise \$1 million for an endowment to help fund the ongoing purchase of smoke detectors. The campaign is co-chaired by Sam Miller and Mayor Frank Jackson. Miller pledged \$150,000 to launch the campaign.

Also participating in the press conference are: Jonathan Leebow, executive vice president, Majestic Steel USA; and David Reynolds, managing director and market manager, JP Morgan Chase. Each will speak briefly about their support of the American Red Cross, its Operation Save-A-Life program, and their participation in the scheduled Fire Safety Walks that will take place during the week.

There are numerous fire safety awareness and prevention activities scheduled by the Greater Cleveland Red Cross during Fire Prevention Week. For a complete listing, visit www.redcross-cleveland.org.

“The Red Cross and the Cleveland Fire Department have a longstanding and excellent relationship of working together to promote fire safety activities that are focused on preventing fires and reducing the loss of life in our community,” said Mary-Alice Frank, CEO, American Red Cross of Greater Cleveland. “We look forward to Fire Prevention Week each year as another means to place a renewed focus and emphasis on preventing fires and saving lives.

“We also are very grateful to our corporate partners, Majestic Steel USA and JPMorgan Chase who support our efforts both financially and with the engagement of their employees who are participating in the Fire Safety Walks scheduled during the week,” continued Frank. “We could not do what we do without their generosity and commitment to helping achieve the Red Cross mission.”

Commenting on JPMorgan Chase’s involvement with the Red Cross and Fire Prevention Week, James Malz president of Chase in Ohio, said: “Through our grant to the American Red Cross of Greater Cleveland, JPMorgan Chase can improve the quality of life—and perhaps save lives—by placing smoke detectors in homes of residents who can’t afford them. It’s one of the many ways we’re working to influence positive change in Cleveland and the region through philanthropic investments.”

Jonathan Leebow, Majestic Steel USA Executive Vice President also commented: “A team of 15 volunteers from Majestic Steel will join the Red Cross for the Fire Safety walk on Tuesday, October 11. We look forward to a successful and memorable day that will have a positive impact in our local community. Majestic Steel USA is honored to partner with the American Red Cross in support of the organization’s lifesaving mission, programs and services that provide safety, comfort and hope to families throughout Greater Cleveland and the world.”

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