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American Red Cross, Greater Cleveland Chapter Unveils New Web Site

CLEVELAND, Ohio – March 22, 2006 – The American Red Cross, Greater Cleveland Chapter's Web site recently underwent a metamorphosis. A complete overhaul was done to update the navigation, graphic design, and other aspects of the Chapter's Web site, www.redcross-cleveland.org.

The redesign of the Web site was made possible by Greater Cleveland Chapter Board Member Frank C. Sullivan, President and CEO of RPM International Inc., and his staff. The RPM team worked with the American Red Cross on the redesign efforts. "RPM is thrilled to play a role in connecting people in need with one of our community's most vital organizations," said Sullivan.

The Chapter has added many new highlights and features, including an interactive survey to see if Americans are prepared for an emergency and a news room section to keep media and friends of the Red Cross up-to-date with activities and services provided to the local community.

There is something for everyone on the new site. Students can obtain a history timeline to do school reports about the Red Cross, families can sign up to take a CPR and first aid class in their neighborhood or make an online financial donation, and businesses and organizations can learn more about business continuity planning on the new site.

"The vision of this project was to create a clean, easily navigable Web site. The new site makes learning about the Red Cross and the services we offer to the residents of Cuyahoga, Geauga and Lake counties easier than ever before," said Mary-Alice Frank, CEO of the Greater Cleveland Chapter.

The American Red Cross, Greater Cleveland Chapter helps people prevent, prepare for and respond to emergencies by providing immediate emergency assistance to families affected by disasters in Cuyahoga, Geauga and Lake counties. The Red Cross is not a government agency; it relies on donations of time and money from the American people to do its work. For more information about the Greater Cleveland Chapter, visit www.redcross-cleveland.org.

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