

For More Information, Contact:

Mary Gygli  
Associate Director, Communications  
216.431.3284

**AMERICAN RED CROSS OF GREATER CLEVELAND TEAMS UP WITH  
AETNA TO BRING *GENERATION READY* TO AREA SENIOR CITIZENS**

*Preparedness Planning Helps Seniors When “What if”  
Becomes “What Now?”*

**Cleveland, OH -- February 24, 2009** -- The American Red Cross of Greater Cleveland, working with Aetna, is bringing a preparedness planning program to area seniors through *Generation Ready*, a forty-five minute presentation that will help empower them to be prepared for the unexpected.

This program is based on a three step premise: Get a Kit, Make a Plan and Be Informed. The free presentation takes the participants through each step, helping them to identify and document many variables that can affect normal daily life when an emergency occurs.

Senior citizen groups in Cuyahoga, Geauga and Lake Counties are encouraged to call toll free 1-866-960-7483 or visit [www.redcross-cleveland.org](http://www.redcross-cleveland.org) to sign up for this presentation, which can be held at the senior club meeting site or at the Red Cross headquarters, 3747 Euclid Ave.

“We believe this simple presentation has the potential to positively impact the lives of countless seniors across our community, thanks to Aetna’s support,” stated Mary-Alice Frank, CEO of the Greater Cleveland Red Cross. “We know first hand that being proactive empowers people to avoid the helpless, chaotic feeling following an emergency. This program is beneficial because it walks the participants through a contingency planning process and helps them document information for future use.”

Generation Ready is a comprehensive program, specifically designed with seniors in mind, to help them improve emergency awareness and become better prepared when a disaster strikes.

“Aetna is committed to sharing resources and programs with our members that can help provide security for their health and financial well-being,” said Nitin Bhargava, North Central Region head of sales for Aetna’s Consumer Segment. “We are excited to work with the Red Cross on this program and think that local seniors can really benefit from this unique program and presentation.”

For more information on Aetna Medicare, visit [www.aetnamedicare.com](http://www.aetnamedicare.com).

The Greater Cleveland Red Cross helps people prevent, prepare for and respond to emergencies by providing shelter, food, clothing and mental health counseling to families affected by disasters in Cuyahoga, Geauga and Lake counties. All disaster relief is free and is made possible by generous donations from the American people. For more information regarding ways in which you can support the American Red Cross of Greater Cleveland, log on to [www.redcross-cleveland.org](http://www.redcross-cleveland.org).

### **About Aetna**

Aetna is one of the nation's leading diversified health care benefits companies, serving approximately 36.5 million people with information and resources to help them make better informed decisions about their health care. Aetna offers a broad range of traditional and consumer-directed health insurance products and related services, including medical, pharmacy, dental, behavioral health, group life and disability plans, and medical management capabilities and health care management services for Medicaid plans. Our customers include employer groups, individuals, college students, part-time and hourly workers, health plans, governmental units, government-sponsored plans, labor groups and expatriates. For more information, see [www.aetna.com](http://www.aetna.com)

###