

MEDIA ADVISORY

AMERICAN RED CROSS, GREATER CLEVELAND CHAPTER

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AMERICAN RED CROSS, GREATER CLEVELAND CHAPTER PROVIDING EMERGENCY ASSISTANCE TO DISPLACED RESIDENTS OF ROCKY RIVER FIRE

Civic Center Used as Reception Center for Residents of Heritage House Condominiums

Cleveland, Ohio – June 6, 2006 -- Staff and volunteers of the American Red Cross, Greater Cleveland Chapter are on site at the Rocky River Civic Center, 21016 Hilliard, providing food, counseling, medical referral assistance and other services for the residents of the Heritage House Condominiums displaced by fire early this morning.

The Civic Center has been transformed to a reception center as the residents wait for news on whether the condominium units will be cleared for re-entry or whether the building will be shut down for the short term.

“Our hearts go out to the families who have been affected by this tragic fire,” said Mary-Alice Frank, CEO of the Greater Cleveland Chapter. “We have mobilized all available staff and volunteers to ensure that these people will be able to meet with our case workers and that we can assist with their immediate disaster needs in the most efficient and swift manner.”

If someone has been affected by the fire and has not yet contacted the Red Cross for assistance, we encourage them to call 216.431.3010 and ask for the Emergency Services Department as soon as possible.

More than 25 Red Cross staff and volunteers are at the Civic Center as well as at the site of the fire, 2885 Pease. Ironically, this will be the first official mission of the Chapter’s new Emergency Response Vehicle (ERV) which was provided by the National Red Cross in April. The ERV will be filled with beverages and light food items to be provided to the safety forces and others still working at the site.

The generosity of the Greater Cleveland community has been apparent as spontaneous volunteers and offers of assistance have been made to the Red Cross.

Few realize that the Greater Cleveland Chapter responds to an average of a fire per day, every single day of the year. The best way to assist families affected by this fire and other disasters is to make a financial contribution to the American Red Cross, Greater Cleveland Chapter at www.redcross-cleveland.org/donate or by calling 216.431-3010. No in-kind donations are being accepted by the Red Cross for this emergency.

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