



# **American Red Cross**

Greater Cleveland Chapter

## **NEWS RELEASE**

**October 3, 2011**

### **Sam Miller Makes First Gift to the American Red Cross of Greater Cleveland's Million Dollar Donor Challenge Matching Gift Program**

(Cleveland) – The American Red Cross of Greater Cleveland announced today that Sam Miller, Co-Chair of the Board of Forest City Enterprises, has made the first gift to the recently launched Million Dollar Donor Challenge. His \$150,000 gift is designated to the Campaign to Save-A-Life, an endowment fund campaign for purchasing smoke alarms co-chaired by Miller and Mayor Frank Jackson. The \$150,000 gift is being matched by the Million Dollar Donor Campaign resulting in \$300,000 of financial contribution that will help save lives in the Greater Cleveland community.

“We are extremely grateful to Sam Miller for stepping up and making the first gift to the Million Dollar Donor Challenge,” said Mary-Alice Frank, CEO. “Sam has a long history of support to the Red Cross, and in particular, to our Operation Save-A-Life program. His generosity and leadership are very much appreciated. These funds will help us reach our goal of preventing the loss of lives due to household fires, as well as setting the pace for us to reach our goal in the Million Dollar Donor Challenge.”

The Million Dollar Donor Challenge was recently launched on September 7, 2011 through the generous support of Lorraine Frankino-Dodero, who has pledged \$1 million on behalf of the Sam J. Frankino and Corinne L. Dodero Foundations as part of a matching gift program.

All donations made through the Million Dollar Donor program will be matched, dollar for dollar, up to \$1 million. Financial contributions to the American Red Cross, Greater Cleveland Chapter, are being accepted now through June 30, 2012 as part of the Million Dollar Donor Challenge. Gifts may be in any amount or payment method, including cash, credit card, stock, pledge or grant award. Gifts may be designated for any fund locally or for general support, including special events. Gifts also may be made from any constituent group including individuals, business partners, corporations, public or private family foundations. Donations may be sent to the American Red Cross of Greater Cleveland, 3747 Euclid Avenue, Cleveland, OH 44115.

The Campaign to Save-A-Life's goal is to raise an additional \$1 million in endowment funds to help fund the ongoing purchase and installation of free smoke alarms and batteries distributed through the Operation Save-A-Life program to residents in Cleveland, Cleveland Heights, Euclid and South Euclid.

Founded in 1905, the mission of the American Red Cross of Greater Cleveland is to help families in Cuyahoga, Geauga and Lake counties prevent, prepare for and respond to emergencies.

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