

**Direct all media inquiries to:**

**Hugh Drummond**

Director of Communications  
office # 617-375-0700 x246  
mobile # 617-799-6207  
drummondh@usa.redcross.org

**Cristin Carr**

Manager of Marketing  
Communications  
office # 617-375-0700 x261  
mobile # 617-938-4287  
carrcri@usa.redcross.org

If you need information after business hours, please call us at 1-800-564-1234 ext. 3 to reach the on-call public affairs representative.

For National Media Inquiries: Please visit the American Red Cross National Headquarters Press Room at [www.redcross.org/press](http://www.redcross.org/press).

**Mission Statement**

*The American Red Cross, a humanitarian organization led by volunteers, guided by its Congressional Charter and the Fundamental Principles of the International Red Cross Movement, will provide relief to victims of disasters and help people prevent, prepare for, and respond to emergencies.*

*The American Red Cross of Massachusetts Bay, one of the ten largest chapters in the nation, is responsible for providing services across 127 cities and towns in eastern Massachusetts with a combined population of almost four million.*

*Headquartered in Boston, the American Red Cross of Massachusetts Bay has area offices located in Brockton, Fall River, Melrose, New Bedford, Peabody, Quincy, and Waltham that serve as local sites for community programs, volunteer recruitment and disaster preparedness and response.*

**Deborah C. Jackson**  
Chief Executive Officer

*American Red Cross of Massachusetts Bay  
285 Columbus Avenue  
Boston, MA 02116  
[www.bostonredcross.org](http://www.bostonredcross.org)*



**American Red Cross**  
of Massachusetts Bay

**7 Ways the American Red Cross of Massachusetts Bay  
Can Help Your Story**

1. We're plugged into the next big story. Nothing grabs the attention of your audience like a disaster or other emergency. When crisis strikes in your market, you can bet on Red Cross involvement in newsmaking events.
2. We bring you the faces behind the story. Every day the local Red Cross responds to fires and other disasters and helps save lives in communities across the nation and around the world. We provide the human-interest stories that draw audience attention.
3. We prepare your audience for emergencies. When storm season begins, we provide safety messages. Before a disaster strikes, we tell your community how to protect itself. After an emergency, we guide your audience where to turn for help.
4. We can give you a positive link to your community. The Red Cross is the most trusted and respected humanitarian organization in the country. And, We connect you with the world. With our network of chapters nationwide and international delegations around the world, the American Red Cross can connect you to news on a global scale.
5. We've got the experts. Whether you need authoritative information on preparing for a disaster or a storm, an informed report about relief efforts or seasonal safety, or even the impact from the shortage of lifeguards, the Red Cross has a host of experts to comment on a variety of subjects.
6. We keep your audience healthy and safe. As the leader in helping save lives in communities, people look to the Red Cross for health and safety news and information on disaster safety, first aid and CPR, lifeguarding and water safety, automatic external defibrillators (AEDs) and more.
7. We're the top humanitarian brand and we're neutral and impartial. The Red Cross symbol enjoys universal credibility, trust and respect - values important to audiences, components key to effective news delivery. Our neutrality and impartiality ensures us to have an unbiased, unrivaled and credible presence in communities around the world.