

Strategy Statement-

To target various age groups with the intent of receiving a donation. Campaigns will be used across various types of media including TV and social media.

News Release-

FOR IMMEDIATE RELEASE

The American Red Cross Unveils a New Campaign Benefiting Victims of Hurricane Maria in Puerto Rico.

[Washington, DC, 4 March, 2018]- The American Red Cross (ARC), has announced a new fundraising campaign, benefiting victims of Hurricane Maria in Puerto Rico. The devastating storm caused an estimated 94 billion dollars' worth of damage and even though the storm ripped through PR last year, chaos is still abundant resulting in an extreme shortage of food, water, and shelter. The proceeds raised from this campaign will go towards providing the victims with basic needs and comforts.

Donation and collection boxes will be placed in every other town and will be open to the public 24 hours a day, seven times a week. Everything raised and donated will go directly to the survivors of Hurricane Maria. Because the need is so high, there is not an end date for when collections will stop, so it is extremely important to donate as much and as many items as possible. Since day one the, "Red Cross volunteers and employees have been visiting impacted communities, delivering bulk food supplies like rice, beans and fresh produce, drinking water, cleanup supplies, tarps and comfort kits with hygiene items."

Founded in Washington, DC on May 21, 1881, the American Red Cross is an organization that provides humanitarian relief while also providing emergency assistance, disaster relief, as well as provide education in the United States.

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