



## **Saskatchewan credit unions accepting donations for Red Cross relief efforts in East Africa**

**(August 9, 2011, Regina)** – Saskatchewan credit unions are now accepting cash donations in support of Red Cross relief efforts in East Africa. It is estimated that nearly 12.5 million people have been affected by severe drought, many fleeing their homes and left with limited access to food, clean water and shelter.

“We are grateful to SaskCentral and Saskatchewan credit unions for providing another way for Saskatchewan residents to help millions of people in Africa,” says Yvette Crane, Acting Provincial Lead of Fund Development for Canadian Red Cross in Saskatchewan. “Donations will help the Red Cross provide immediate life saving assistance and help families recover their livelihoods.”

The Canadian Red Cross is extremely concerned about the humanitarian crisis and as such has committed \$1 million to support relief efforts in Kenya and Somalia. This money will be used to support the Kenya Red Cross and the Somali Red Crescent Societies in their efforts to provide help. The Canadian Red Cross also has a disaster response expert in the region supporting the response effort, with more on stand-by if needed.

“Saskatchewan credit unions believe in helping communities locally and globally,” says Keith Nixon, Executive Vice-President of Corporate and Community Affairs, SaskCentral. “We are honored to be able to support Red Cross relief efforts for the drought in East Africa by collecting donations.”

The Red Cross encourages Canadians to donate online at [www.redcross.ca/helpnow](http://www.redcross.ca/helpnow), toll-free at 1-800-418-1111, or visit their local Red Cross office or nearest Saskatchewan credit union. Cheques should be earmarked “**Horn of Africa Drought.**” Donations will be accepted in all Saskatchewan credit union locations from August 9 to September 16, 2011.

The Government of Canada will match the donations of individual Canadians between July 6 and September 16, 2011. Funds from the matching program will support on-going humanitarian assistance in drought-affected parts of East Africa.

The Canadian Red Cross is a member of the International Red Cross and Red Crescent Movement, which includes the International Federation of Red Cross and Red Crescent Societies, the International Committee of the Red Cross and over 185 national Red Cross and Red Crescent Societies. The Canadian Red Cross mission is to improve the lives of vulnerable people by mobilizing the power of humanity in Canada and around the world.

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***For further information or to arrange an interview, please contact:***

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**Kenya photos:**

<https://av.ifrc.org:443/pincollection.jsp?collectionName={637d463e-3dda-4d24-8a51-6fdac46d6092}>

**Kenya B-Roll:**

<https://av.ifrc.org:443/pincollection.jsp?collectionName={6c6e6388-4d25-4050-973c-f03db59a90bf}>