



Saskatchewan credit unions accepting donations for Red Cross flood response operations in Saskatchewan

(Regina, May 16, 2011) – Canadian Red Cross and SaskCentral today announced that effective immediately, cash donations to help residents devastated by floods will be accepted at participating Saskatchewan credit unions until June 13, 2011.

Thousands of people have been forced from their homes and the flooding situation continues to unfold across the prairie provinces. Red Cross in Saskatchewan is working closely with provincial and municipal governments, including departments such as the Saskatchewan Emergency Management Organization and Emergency Social Services, to register flood evacuees, and meet the needs of residents affected by flooding.

“Our local volunteers have been working hard since early April to support affected communities and will continue to do so in the weeks and months ahead,” says Cindy Fuchs, Saskatchewan Provincial Director for the Canadian Red Cross. “We are grateful to Saskatchewan credit unions for coming on board to make it even easier for Canadians to support Red Cross relief and recovery operations in Saskatchewan.”

“Saskatchewan credit unions believe in helping communities thrive and we want people to know they can count on us to lend a helping hand,” says Pam Skotnitsky, Executive Vice-President of Corporate and Community Affairs, SaskCentral. “We are proud to be able to assist the people and communities of Saskatchewan and Manitoba by collecting donations on behalf of the Red Cross to support flood relief efforts.”

Local Red Cross volunteers and staff have been activated to provide emergency assistance as requested by affected communities. It is through donations to the Red Cross Western Canada Severe Weather fund, funding from the Red Cross lottery and raffle, and support from partners such as Saskatchewan credit unions, Walmart and RONA, that Red Cross is able to provide clean-up kits and other assistance to communities in distress caused by flooding.

Canadians can give online at www.redcross.ca, call toll-free at 1-800-418-1111, or visit their local Red Cross office or any Saskatchewan credit union branch. Cheques should be earmarked **Western Canada Severe Weather** or can be earmarked to individual provinces.

Donations to the Canadian Red Cross will help support families in their recovery. This support may include household repair and clean-up materials, replacement items for children such as cribs, occupational and transportation support and replacement of essential health items.

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For more information, please call:

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