



Saskatchewan credit unions accepting donations for Red Cross relief efforts in Haiti

(January 18, 2010 - Regina) – The Canadian Red Cross is pleased to announce that Saskatchewan credit unions are now accepting cash donations in support of Red Cross relief efforts in Haiti. The Red Cross is responding to a powerful 7.0 magnitude earthquake that struck off the coast of Haiti on January 12. The earthquake caused buildings to collapse and wide-spread damage throughout Port au Prince, the capital city.

As many as three million people have been affected. The chaos and confusion has left many people injured and homeless and has separated families when they need each other most.

“We are grateful to SaskCentral and Saskatchewan credit unions for providing Saskatchewan residents with an easy way to help millions of people in Haiti,” says Richard Kies, Provincial Lead for Fund Development in Saskatchewan. “The most urgent needs are search and rescue support, emergency medical care, clean water and emergency shelter. With so many families in desperate need of support, the Red Cross is there to help.”

Haitian Red Cross emergency response volunteers were activated directly following the earthquake to support evacuations and provide shelter and medical support. These volunteers continue to work around the clock to help the many people affected. The Canadian Red Cross, working with its other Red Cross Societies, is bringing aid to where it is needed most.

“Our deepest sympathies are with the Haitian people and family and friends of Canadian victims of the earthquake,” says Keith Nixon, Executive Vice-President of Corporate and Community Affairs, SaskCentral. “Saskatchewan credit unions are ready to assist our residents make donations to help much-needed Canadian Red Cross relief efforts in Haiti.”

The best way for Canadians to help is through a financial donation, which allows the Canadian Red Cross to provide urgently needed assistance to those who need it most. Canadians can donate online at www.redcross.ca/helpnow, call toll-free at 1-800-418-1111 or visit their local Red Cross office or nearest Saskatchewan credit union. Cheques should be earmarked to the **Haiti Earthquake Fund**. Donations will be accepted in all Saskatchewan credit union locations from January 15 to February 12, 2010.

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 186 national Red Cross and Red Crescent Societies. Our mission is to improve the lives of vulnerable people by mobilizing the power of humanity in Canada and around the world.



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

Canadian Red Cross

Amanda Ulrich
Public Affairs & Marketing Coordinator
Tel: 306.721.1629
amanda.ulrich@redcross.ca

SaskCentral

Darlene Osborne
Senior Consultant, Marketing & Communications
Tel: 306.566.1314
darlene.osborne@saskcentral.com