



For immediate release

### Saskatchewan Credit Unions accepting donations for Red Cross relief work in Pakistan

**(September 1, 2010 - Regina, SK)** – The Canadian Red Cross and SaskCentral are pleased to announce a new option for donors who wish to contribute to relief operations in Pakistan. Effective immediately, residents of Saskatchewan can donate to the Red Cross “Pakistan Floods 2010” fund at all Saskatchewan credit union branches until September 17<sup>th</sup>. Flooding has devastated an estimated 20 million people across Pakistan. Donations will be used to meet immediate priorities, which continue to be the provision of food, clean drinking water, tents and other shelter and non-food items, and medical assistance.

“Through support from Saskatchewan credit unions, residents of Saskatchewan will have another convenient way to help provide assistance to the people affected by flooding in Pakistan,” says Cindy Fuchs, Provincial Director of the Canadian Red Cross in Saskatchewan. “We are particularly grateful for this support since the destruction in Pakistan is extremely devastating, and help is urgently needed. Every donation will directly support the Red Cross relief work that is taking place.”

Red Cross was able to respond rapidly from within the affected communities through working closely with the Pakistan Red Crescent, and is actively supporting relief efforts underway. The Canadian Red Cross has contributed \$2.5 million to the International Red Cross appeal. This includes an international delegate to lead the Field Assessment team and 900 much needed tents. Red Cross has also deployed several mobile health units to affected communities. Immediate emergency assistance will be needed for at least the next six months, and affected communities will require substantial longer-term assistance to support their recovery in the months and years ahead.

“Saskatchewan credit unions were founded on the principle of pulling together during hard times and helping one’s neighbours,” said Pam Skotnitsky, Executive Vice-President of Corporate and Community Affairs, SaskCentral. “This co-operative spirit means that credit unions are more than willing to support the Red Cross relief efforts through the collection of donations.”

Donations can be made at all Saskatchewan Credit Union locations from September 1<sup>st</sup> to 17<sup>th</sup>, online at [www.redcross.ca](http://www.redcross.ca), by calling toll free 1-800-418-1111, or by visiting a local Red Cross office in Regina, Saskatoon, or Prince Albert. Cheques should be earmarked **Pakistan Floods 2010**.

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#### For more information, please call:

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