



Southern Tier Chapter

American Red Cross
Southern Tier Chapter
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MEDIA RELEASE

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*** Photo Available**

(caption noted at bottom of release)

Community Preparedness Days a Great Success

(Endicott, NY October 16, 2008) – As an organization that encourages preparedness throughout the year, the American Red Cross joined the Department of Homeland Security’s *Ready* campaign and more than 1,500 other national, regional and local organizations in recognizing September 2008 as National Preparedness Month.

“Anybody who experienced the 2006 flooding can attest to the need to be prepared. It’s too bad we often learn this important lesson after the fact. It is a core part of our mission to educate and prepare people for disasters and emergencies,” said Cindy Gordineer, CEO of the Southern Tier Chapter of the American Red Cross.

National Preparedness Month provides opportunities for the entire Red Cross organization and its partners to increase public awareness and knowledge about the importance of preparing for disasters and other emergencies, whether it be an unexpected event requiring CPR for an individual, or a disaster that affects an entire community.

This September the Southern Tier Chapter launched its first annual “Community Preparedness Day” series. The events took place each Saturday for five weeks throughout September and the beginning of October across the Southern Tier and included Broome, Tioga, Chenango, Otsego and Delaware counties.

This initiative by the Red Cross promoted building safer and stronger communities through workshops directed at both youth and adults, by offering **free** CPR/AED training courses, Home Alone Safety, First Aid and Preparedness for Youth and more. A total of 93 adults and 23 youths participated in the classes.

Colleen Horan, a CPR/AED class participant and mother of a Home Alone Safety participant said, “It’s important to take emergency preparedness courses because as a mother and an Assistant Den leader there are always emergencies. You need to be confident and collected and these courses have helped both of us in gaining the skills and confidence to be prepared for

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emergencies.” The Red Cross is committed to empowering individuals and communities to better prevent, prepare for and respond to emergency situations– even save someone’s life!

The benefits of these courses are truly far-reaching within the participants home, school, workplace and community. “One of the amazing and interesting parts about the scope of a program like this is that it’s really immeasurable - each participant has the knowledge and skills to be able to react and respond to an emergency, knowledge and skills that could easily save a life or prevent a serious injury,” explained Stephanie Long, Director of Health and Safety Services at the Southern Tier Chapter.

Annese & Associates, a telecommunications consulting firm helping businesses as well as municipal and governmental bodies across the Southern Tier, is a major sponsor of the Southern Tier Chapter’s preparedness programs. Frank Annese, founder & CEO, recently remarked, “...this event allows me to help not only my Annese family but their communities as well. I am honored to be an advocate for the Red Cross, as I truly believe in the power of education.” In addition, local sponsors such as Mead Westvaco and the Sidney United Way contributed to the realization of the 2008 Community Preparedness Day series.

The events brought together regional and local government agencies, nonprofits and commercial organizations with shared community interests at each of the local county venues across the Southern Tier. They featured booth displays highlighting local organizations such as., Family Enrichment Network, Tioga County Stop DWI, UHS Germ Busting Machine, Tioga County Sheriff’s Office Child ID Program, NYSEG, Union Volunteer Ambulance, Endicott Fire Department and a Bounce House provided by Taylor Rental.

About the Red Cross Southern Tier Chapter

The Southern Tier Chapter of the American Red Cross celebrated its 101st year of providing relief to victims of disasters, teaching lifesaving skills, and supporting military members and families. The Southern Tier Red Cross, A charity and not a government agency, depends on voluntary contributions of time and money to perform its humanitarian mission in Broome, Chenango, Delaware, Otsego, and Tioga Counties. For more information about the Red Cross Community Preparedness events, visit southerntierredcross.org.

PHOTOGRAPH CAPTION: “Children at the Owego Community Preparedness Day hard at work practicing first aid.”