



# Media Advisory

Contact: Timothy Stetson  
Northern Vermont Chapter  
(802) 660-9130 x110  
[stetson@nvtredcross.org](mailto:stetson@nvtredcross.org)

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## **WHAT: American Red Cross Shares Hurricane B-Roll and Photos**

(Burlington, Vermont), (September 15, 2008) — The American Red Cross continues to provide shelter, food, and other services to people affected by the recent tropical storms and hurricanes. The Red Cross provides daily products for use by media outlets, including photos, b-roll and audio. When using photos, please credit: American Red Cross. Video is bugged in the upper right corner and does not require a credit.

Red Cross offers the following resources for media usage:

1. Downloadable video files of Red Cross services and disaster workers in the affected areas: <http://www.redcross.org/press/psa/medialibrary.html>
2. Online Newsroom including audio clips and photos: <http://hurricaneike.wordpress.com/>
3. Downloadable public service announcements: <http://www.redcross.org/press/psa/psa.html>

*All American Red Cross disaster assistance is free, made possible by voluntary donations of time and money from the American people. You can help the victims of thousands of disasters across the country each year, disasters like the Hurricanes of 2008, by making a financial gift to the American Red Cross Disaster Relief Fund, which enables the Red Cross to provide shelter, food, counseling and other assistance to victims of disaster. The American Red Cross honors donor intent. If you wish to designate your donation to a specific disaster please do so at the time of your donation. Call 1-800-REDCROSS or 1-800-257-7575 (Spanish). Contributions to the Disaster Relief Fund may be sent to your local American Red Cross chapter or to the American Red Cross, P. O. Box 37243, Washington, DC20013. Internet users can make a secure online contribution by visiting [www.redcross.org](http://www.redcross.org).*

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