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**American Red Cross of Greater Cleveland Responds to
East 163 Street Fire**

Cleveland, OH -- February 19, 2008 -- The Greater Cleveland Chapter of the American Red Cross is responding to the needs of the family affected by the tragic fire and resulting loss of life on East 163 Street, providing temporary shelter, food and clothing for the affected individuals. The Disaster Action Team and case workers will continue to meet the immediate emergency needs of this family.

“Every fire is a devastating loss,” stated Mary-Alice Frank, CEO of the Greater Cleveland Chapter. “Few realize that we respond to an average of a fire per day, every single day of the year. Fire knows no boundaries -- we have responded in the central city as well as the Greater Cleveland suburbs. It is an equal opportunity tragedy.”

The Red Cross urges families to make sure that they have a working smoke alarm with batteries installed in their home. Residents of Cleveland, Cleveland Heights, Euclid and South Euclid can contact their local fire departments to inquire about Operation Save-A-Life, a program which provides free smoke alarms and batteries to qualifying residents. You can also call 216.361.5535 for information. Be sure to make an evacuation plan with your family in the event that a fire occurs in your home.

All Red Cross assistance is free, made possible by generous donations from the public. If you would like to donate to the American Red Cross, Greater Cleveland Chapter to assist this family and others affected by disaster every single day in our community, log on to www.redcross-cleveland.org to make a secure on-line donation or call the Financial Development office at 216.361.4878. You may also mail a check payable to the American Red Cross, Greater Cleveland Chapter, 3747 Euclid Avenue, Cleveland, Ohio, 44115.

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