

**From:** Priester, Nicole <NicolePriester@gov.sc.gov>  
**Required:** Symmes, Brian <BrianSymmes@gov.sc.gov>  
Godfrey, Rob <RobGodfrey@gov.sc.gov>  
Adams, Chaney <ChaneyAdams@gov.sc.gov>  
Pippin, Zach <ZachPippin@gov.sc.gov>  
Packard, Clark <ClarkPackard@gov.sc.gov>  
**Subject:** Red Cross Month Proclamation Press Conference  
**Location:** 1st Floor Lobby, Statehouse  
**When:** 3/5/2015 10:30:00 AM - 10:50:00 AM

---

**APPROVED By:** NH on 2/24

**BRIEFING:**

**EVENT:** Red Cross Month Proclamation Press Conference

**DATE:** Thursday, March 5, 2015

**TIME:** 10:30 AM

**LOCATION:** 1st Floor Lobby, Statehouse

**LOCATION SET-UP:** podium, flags, microphone, blue backdrop

**RED CROSS SCHEDULING CONTACT:**

Rachel Beard - Executive Assistant  
to Regional CEO, Louise Welch Williams  
Palmetto South Carolina Region  
American Red Cross  
(843) 764-2323, Ext. 360  
[Rachel.Beard@redcross.org](mailto:Rachel.Beard@redcross.org)

**PRIMARY STAFF:** Ashton Lee

**ADVANCE STAFF:** Zach Pippin

**PURPOSE:** Governor Haley will participate in a press event where she will proclaim March as Red Cross Month.

**PRESS:** Yes

**PUBLIC:** Yes

**INTRODUCED BY:** Gov. Haley will open the press conference and read the proclamation.

**LENGTH OF SPEAKING:** 5 minutes

**SPEAKING ORDER/LINE-BY-LINE:**

Gov. Haley  
Louise Welch Williams

**ATTENDEES:**

Louise Welch Williams – Regional CEO

Beth Shwedo – Interim Executive Director, Central SC Chapter  
Bhavna Vasudeva – Board Member, Central SC Chapter  
Shawn Kenney – Board Member for Blood Services  
Allison Cranford - Board Member for Blood Services  
Jennifer Heisler – Regional Communications Officer  
Krystal Overmyer - External Communications Manager

**PROCLAMATION WORDING:**

**WHEREAS,** the Red Cross has been at the forefront of the efforts to prevent, prepare for, and respond to disasters with caring volunteers who freely give their time and talent to relieve the distress of others; and

**WHEREAS,** residents of South Carolina work together to provide immediate relief to victims of local disasters, contributing personal resources, blood, time, and energy to save the lives of friends, neighbors, and strangers; and

**WHEREAS,** each year, Red Cross chapters across the Palmetto State respond to emergency situations, including house or apartment fires as well as hurricanes and other natural disasters and human-caused disasters, assist military families, and provide lifesaving skills training such as CPR and first aid; and

**WHEREAS,** with thousands of South Carolina volunteers, the American Red Cross provides valuable tools and education to individuals, families, workplaces, and schools, helping make our communities stronger and more resilient; and

**WHEREAS,** the American Red Cross is dedicated to meeting the needs of the public by fostering volunteers who are professional, prepared, and committed to continuing the tradition of providing outstanding service delivery to our communities.

**NOW, THEREFORE, I, Nikki R. Haley, Governor of the great State of South Carolina, do hereby proclaim March 2015 as**

**AMERICAN RED CROSS MONTH**

throughout the state and encourage all South Carolinians to celebrate the Red Cross and recognize its contributions to the strength, safety, and health of our state and nation.

**SUGGESTED TALKING POINTS:**

**PRESS RELEASE:**

**State Of South Carolina to Proclaim March ‘Red Cross Month’**  
***Proclamation to Highlight Partnership with State Officials***

**COLUMBIA, S.C., March 2, 2015.** – Last year, the American Red Cross responded to more than 2,100 disaster calls in South Carolina, many of them leaving people without a place to live. For more than 7,000 people, the Red Cross was there, helping them recover from home fires, floods, blizzards, tornados, and any other disaster where people needed care, comfort, and hope.

Governor Nikki Haley has signed a proclamation to highlight March as Red Cross Month, which recognizes the everyday heroes who reach out to help their neighbors and communities when a disaster strikes. A special ceremony for the proclamation will take place on Thursday, March 5 at the State House in Columbia with Governor Haley and other special guests for the reading of this proclamation.

“Our heroes are our volunteers, people who take our classes and donate blood, and those who make a financial contribution to help us help others throughout the state of South Carolina,” said Louise Welch Williams, regional chief executive officer for the Red Cross in South Carolina. “During Red Cross Month we thank them and encourage everyone to discover their inner hero by taking time to help people in our

community.”

**Who:** All members of the media

**When:** March 5, 2015  
10:30 a.m.

**Where:** South Carolina State House  
1<sup>st</sup> Floor Lobby  
1100 Gervais Street  
Columbia, SC 29201

**About the American Red Cross:**

*The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies about 40 percent of the nation's blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit [redcross.org](http://redcross.org) or follow us on Twitter @RedCrossSC*

- ###-