



PROCLAMATION

AMERICAN RED CROSS MONTH

MARCH 2017

Whereas, the American Red Cross Central California Region, founded in 1917, is celebrating a Century of Service: 100 years of helping neighbors in need through humanitarian efforts, volunteer mobilization, and the generosity of donors; and

Whereas, American Red Cross heroes participate in blood drives; help those in need find shelter after disasters; deliver comfort items to hospital patients; use lifesaving skills to save others from heart attacks, drowning, or choking; enable children worldwide to be vaccinated against measles and rubella; and

Whereas, the American Red Cross responds to disasters big and small worldwide—nearly one every eight minutes—providing shelter, food, emotional support, and other necessities to those affected; and

Whereas, the American Red Cross collects nearly 40% of the nation's blood supply; provides 24-hour support to active military and veteran families; teaches lifesaving skills, such as lifeguarding and CPR; and through Restoring Family Links, connects family members separated by crisis, conflict, or migration; and

Whereas, The Century of Service Campaign pays homage to the historic 1920 Red Cross poster that proclaims: "We belong 100% strong" – through the continued legacy of "Giving, Serving, and Caring," and not only honors the past but celebrates the future in building stronger, more resilient communities; and

Whereas, the American Red Cross, which relies on donations of time, money and blood to fulfill its humanitarian efforts, dedicates March 2017 to supporters of its mission to prevent and alleviate human suffering in the face of emergencies;

NOW, THEREFORE, I, HELENE SCHNEIDER, by virtue of the authority vested in me as Mayor of the City of Santa Barbara, do hereby proclaim March 2017 as **American Red Cross Month**, and recognize the American Red Cross heroes in Santa Barbara and worldwide who give of their time, money, and resources to provide relief, hope, and comfort to those in need.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Official Seal of the City of Santa Barbara, California to be affixed this 21st day of March 2017.

MAYOR HELENE SCHNEIDER