



FOR IMMEDIATE RELEASE
SEPTEMBER 1, 2010

S.U.C.C.E.S.S. Collects Donations to Support the Red Cross Pakistan and China Flood Appeal

Vancouver, BC - S.U.C.C.E.S.S. announced today the organization will assist the Canadian Red Cross in collecting donations for Pakistan and China floods relief through the following five service locations from September 1 to 21, 2010.

- 1) S.U.C.C.E.S.S. Social Service Centre
Add: 28 West Pender, Vancouver, BC (Tel. : 604-684-1628)
- 2) S.U.C.C.E.S.S. Fraser Service Centre
Add: 5834 Fraser Street, Vancouver, BC (Tel. : 604- 324-1900)
- 3) S.U.C.C.E.S.S. Richmond Service Centre
Add: 220 – 7000 Minoru Blvd., Richmond, BC (Tel. : 604 -279-7180)
- 4) S.U.C.C.E.S.S. Tri-city Service Centre
Add: #2058 – 1163 Pinetree Way, Coquitlam, BC (Tel. : 604- 468-6000)
- 5) S.U.C.C.E.S.S. Surrey Service Centre
Add: #206-10090 152nd Street, Surrey, BC (Tel. : 604-588-6869)

In Pakistan, heavy monsoon rains, which began on July 21, has caused the worst flooding in at least 80 years. It is devastating 20 million people across 70 per cent of the country.

The Canadian Red Cross has contributed \$2.5 million to the International Red Cross appeal. This includes four mobile health units and a seven-person paramedic team to affected communities, international delegates, and much needed supplies such as tents, tarps, blankets, hygiene kits, and mosquito nets. Canadian funded distributions are underway in the most affected areas to assist thousands of people with emergency relief supplies.

The Government of Canada has established Matching Fund for Pakistan Flood Relief. All donations made by individuals Canadians by the September 12 for Pakistan will receive Government of Canada's matching fund. The Pakistan Floods Relief Fund is separate from the funds raised by charities and will be administered separately by the Government of Canada. S.U.C.C.E.S.S. will continue to collect donation until Sept. 21, 2010.

Meanwhile, the **flood in China**, which began on July 1, 2010, is also considered the worst in a decade. Extensive flooding and landslides have affected over 110 million people throughout China.

Local Red Cross volunteers are currently on the ground evacuating people, assisting in search and rescue efforts, as more than 1,000 remain missing. First aid and emergency



relief supplies are being provided including: food, clothing, tents, quilts and blankets, health kits and water.

“Despite these efforts, the scale of these disasters is massive and more help is urgently needed,” says Magdalena Blasiak, Acting Regional Operations Manager of the Canadian Red Cross Lower Mainland Region. “We need your support to continue our efforts reaching survivors with urgently needed supplies, health care and shelter.”

S.U.C.C.E.S.S. and the Canadian Red Cross recently entered a MOU to strengthen community support and fundraising for the Red Cross’ disaster responses in July 2010.

“ The appeals for Pakistan and China demonstrate that we can work together to better facilitate and support community fundraising for Red Cross relief and recovery efforts in response to both international and domestic disasters,” said Thomas Tam, Chief Operating Officer of S.U.C.C.E.S.S.

S.U.C.C.E.S.S. is collecting donations for both appeals until September 21. For those who would like to have their individual donations matched by the Government, the donation must be in S.U.C.C.E.S.S. by 5:00 pm Thursday, September 9. For enquiry: please call 604-408-7261. Individuals can also donate to the Canadian Red Cross directly after September 9 for their donation to be matched by going online at www.redcross.ca or by calling 1-800-418-1111.

Founded in 1973, S.U.C.C.E.S.S. is one of the largest social service providers in Canada with 25 offices in British Columbia and 4 overseas offices. For more details, please visit: www.success.bc.ca or follow us on twitter: [SUCCESSCanada](https://twitter.com/SUCCESSCanada)

The Canadian Red Cross is a member of the International Red Cross and Red Crescent Movement, which includes the International Federation of Red Cross and Red Crescent Societies, the International Committee of the Red Cross and 185 National Red Cross and Red Crescent Societies. Our mission is to improve the lives of the most vulnerable people by mobilizing the power of humanity in Canada and around the world. For more information, please visit www.redcross.ca/lowermainland.

-30-

For more information, please contact:

Alice Lam
BC Public Affairs Manager
Canadian Red Cross
T: 604-709-6626
C: 604-839-8941
E: alice.lam@redcross.ca

Eileen Lao
Public Affairs Manager
S.U.C.C.E.S.S.
T : 604-408-7243
C: 778-997-8283
E : eileen.lao@success.bc.ca