



FOR IMMEDIATE RELEASE
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Canadian Red Cross and S.U.C.C.E.S.S. Join Forces to Support Disaster Relief and Recovery

Vancouver, BC - The Canadian Red Cross and S.U.C.C.E.S.S. have signed a Memorandum of Understanding (MOU) today in an effort to strengthen community support and fundraising for the Red Cross' disaster responses.

Under the MOU, the Canadian Red Cross and S.U.C.C.E.S.S. have pledged to work together to better facilitate and support community fundraising for Red Cross relief and recovery efforts in response to both international and domestic disasters. The agreement is the first step in the development of new systems that will improve the ability of both organizations to better communicate the needs of those impacted by disasters and support the community in their efforts to assist those most vulnerable.

"We are very excited for this opportunity to build our relationship with S.U.C.C.E.S.S. in the important work of facilitating the participation of new immigrant communities in Canadian Red Cross disaster relief and recovery financial appeals," says Magdalena Blasiak, Acting Regional Operations Manager of the Canadian Red Cross Lower Mainland Region. "This formal MOU between our two organizations will help mobilize the power of humanity to help those most in need."

Blasiak adds, "With this mutual cooperation, together we will continue to encourage the participation, growth and development of community members in helping the most vulnerable."

With this MOU, the Canadian Red Cross and S.U.C.C.E.S.S. are committed to establishing timely and efficient processes to support fundraising in the community during Red Cross financial appeals and collections for disaster prevention, relief and recovery services. S.U.C.C.E.S.S. will also encourage and facilitate the participation of new immigrant communities in programs initiated and organized by the Canadian Red Cross.

"Our mission is to build bridges, harvest diversity and foster integration through service and advocacy. For years we have partnered with the Canadian Red Cross on various disaster relief initiatives. The signing of MOU solidifies not only our desire to collaborate better together, but also our commitment to serving as a community integrator," said Tung Chan, CEO of S.U.C.C.E.S.S.



S.U.C.C.E.S.S.:

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)

Canadian Red Cross:

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. The seven fundamental principles of the Red Cross Red Crescent Movement are: humanity, impartiality, neutrality, independence, volunteerism, unity and universality. For more information, please visit www.redcross.ca/lowermainland.

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