



For Immediate Release
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March is American Red Cross Month – City Hall Goes Red!

Beverly Hills, CA – In honor of March as Red Cross Awareness month, Beverly Hills City Hall will light up in red. From March 7, 2018 through March 31, 2018, the Crescent Drive side of City Hall, between N. Santa Monica Blvd. and Little Santa Monica Blvd., will be go red!

Since World War II, every United States President has designated March as Red Cross Month. The Red Cross uses this month as a chance to honor and celebrate everyday heroes who help them fulfil their mission. Additionally, March 28, 2018, is recognized as National Red Cross “Giving Day.”

At the February 26, 2018, Health and Safety Commission meeting, the American Red Cross was recognized with a certificate. Attending on behalf of the American Red Cross were Julie Thomas, Executive Director, Scott Underwood, Deputy Regional Disaster Officer, and Wil Master, Community Ambassador Beverly Hills. The American Red Cross will also receive a proclamation at the March 6, 2018, City Council formal session meeting.

The American Red Cross responds to disasters, big and small, across our country and around the world; collects nearly 40 percent of the nation’s blood supply; teaches millions of people lifesaving skills; and connects family members separated by crisis or conflict.

In 2017, the American Red Cross Los Angeles Region provided disaster relief assistance to 2,532 individuals, of which 803 were children. This included food, shelter, and emotional support. In support of the Beverly Hills community, the American Red Cross Los Angeles Region has appointed a Community Ambassador for Beverly Hills. This Ambassador is actively engaged with the community and serves as both a liaison and point of contact.

Join the City of Beverly Hills in supporting the American Red Cross during the month of March by volunteering, taking a class, or giving blood.

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