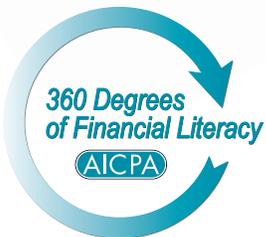


News Release

360 Degrees of Financial Literacy



FOR IMMEDIATE RELEASE
Contact: [STATE SOCIETY/ CPA FIRM NAME] Works with [CITY] Chapter of the American Red Cross to Provide Financial Disaster Recovery Guidance to Victims of [disaster name/description]

Most of us have witnessed the tragic emotional and physical losses of the people affected by the [disaster name] and we all sympathize. In addition to dealing with emotional and physical issues, the victims of the [disaster name] will also have to deal with some very difficult and important financial decisions in the upcoming days that will affect their family's long-term financial future. How do they know they are making the right decisions? How can they minimize the financial damage of the [disaster name]? [State Society/firm name] has teamed up with the [American Red Cross local chapter name] of the American Red Cross to provide free post-disaster financial planning to victims of the [disaster name] to help ensure that the financial impact of the disaster will be minimized.

[State Society/firm name] has volunteered for this program and is working with the [American Red Cross local chapter name] to help victims of [disaster name] in any way possible. The CPAs of [State Society/firm name] will help those affected by the [disaster name] with such important post-disaster financial issues as:

- How to secure a steady cash-flow for their families.
• How to identify and apply for any local, state or government disaster aid.
• How to negotiate with insurance companies to ensure best possible coverage.
• How to develop a long-term post-disaster financial recovery plan.

[Spokesperson] is available to discuss the financial issues these victims will face and how [State Society/firm name] and the local American Red Cross plan on helping the people affected by [disaster name].

To arrange an interview with [spokesperson] please call XXX-XXX-XXXX.

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