

Non-Profit News

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Red Cross Kicks Off Heroes Program in January

The New Year is fast approaching and our local Red Cross chapter will be conducting its *7th Annual Heroes for Red Cross Campaign*. Sheriff Jay Jones has agreed to Chair the 2008 Campaign and needs your help to raise funds for vital community services. The campaign will run from January through March. I am pleased to announce the following Heroes events:

Thursday, January 10: Heroes Kick Off Reception, Hilton Garden Inn, 5:00-7:00 p.m.
Join us to learn about the campaign, sign up to be a Hero or to support your favorite Hero.

Saturday, February 2: Hoggy Doggy Splash, the Reserve Apartments, 8:00 a.m.
Join Hero Don Turner for this exhilarating fundraiser. He is recruiting jumpers and donors now!

Thursday, February 14: Chocolate Tasting, Eighth and Rail, 6:30 p.m.
Make Valentine's Day a memorable occasion. Tickets are limited and this is always a sold out event. Tickets are \$35 each or \$50 per couple.

Saturday, March 8: Heroes Take Flight Fly-In, Auburn-Opelika Airport, 10 a.m. – 3 p.m.
Adults can purchase a commemorative pin that grants admission to the event for just \$5.00 in advance. Admission at the gate is \$8.00 for adults and \$2.00 for children and does not include the pin. Each year thousands attend this spectacular event, one of the most unique events in East Alabama. We are now accepting sponsors, food vendors, volunteers and we are pre-registering Veterans for free admission.

Saturday, May 17: Harley-Davidson Drawing, 3:00 p.m.
Join us on Armed Forces Day as we draw down all the numbers to find out who will ride away on a brand new Harley Davidson! The first 500 donors who make a gift of \$100 or more to the Lee County Red Cross between now and May 17 will be entered into the drawing to win the motorcycle.

I am excited to announce that the *Opelika-Auburn News* will once again be running Heroes advertisements Wednesdays through Saturdays during the campaign featuring the various Heroes. As a Hero, your feature will include your photo, information about yourself or your business, as well as information about what you are doing to raise contributions for your campaign. The Opelika-Auburn News will be

on hand at the event kick off reception on January 10 to take “mug shots” of our Heroes for their ads.

Why does the Red Cross hold the Heroes Campaign each year? A successful *Heroes for Red Cross* program is necessary for us to continue programs such as:

- Local disaster assistance and preparedness training
- Armed Forces Emergency Communications and Financial Assistance
- Health and Safety Training, such as CPR, first aid and aquatics
- Utility assistance for local elderly and disabled citizens through Project SHARE
- Youth mentoring programs such as Club Red
- Blood Collection and supply within the Alabama & Gulf Coast Blood Region

“Heroes” commit to raising at least \$1,000 and “Super Heroes” commit to raising at least \$5,000. For more information on the Heroes Campaign contact the Red Cross at 334-749-9981 or visit the website at www.leeredcross.org.

In closing I want to thank everyone who came out to our blood drive on December 21. We had over 40 donors show up and 23 of them were first time donors for us! If you couldn't join us, please stop by the Red Cross office in Opelika any Wednesday between 12-6 p.m. or call us if you would like to host a drive.

Have a Happy New Year and stay safe!

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