



**American  
Red Cross**

## **NEWS RELEASE**

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For Immediate Release

### **American Red Cross South Plains Chapter Brings Piper the Puppy to Local Children** *A New Friend to the Littlest of Disaster Victims*

LUBBOCK, TEXAS — When the American Red Cross South Plains Chapter responds to a local home fire, averaging two a week in Lubbock and 15 other surrounding counties, you'll see critically needed support items delivered to victims. It is the step beyond that: the outreached arms for a hug, someone to talk to, or a gesture to a child, that are the priceless services a Red Cross worker brings to the disaster scene. Piper the Puppy, a soft stuffed animal distributed to children during disaster, is a special way the Red Cross helps children feel comforted during a time of loss and is now a way members of the Lubbock community can become a part of a Red Cross disaster response.

The Red Cross and Lubbock Fire Department invite you to meet Piper the Puppy, learn more about Red Cross services and help your family prevent home fires at Piper's Day Out: A Fire Fighter and Fire Safety Event.

#### **What** – Piper's Day Out: A Fire Fighter and Fire Safety Event

The American Red Cross South Plains Chapter is teaming up with Fire Station 18, the newest fire station in the community, to host a family fun-filled event, and we're welcoming all members of the community to join us. At our kid-friendly event, there will be a spider climbing wall, face painting, Captain Leggings the Clown and fire safety tips for families.

**Where** – Fire Station 18, 6611 Oakridge Ave. Lubbock, TX 79424

**When** – Saturday, April 6, 1 – 4 p.m.

Fire Chief Mike Kemp, of the City of Lubbock Fire Department, is eager to partner with the Red Cross for a special day that will help families feel safe and prepared from disaster.

“The Lubbock Fire Department is first on the scene at family disasters in Lubbock every day,” said Chief Kemp. “We’re always grateful to see the Red Cross there, helping families with their first steps back to recovery or even helping our own team, making sure we have water and coffee on the scene. Partnering together for community education at this event is a natural and exciting step for us.”

Piper the Puppy has the sponsor’s name and a kind message written on its paw, and is placed on a disaster relief vehicle, where it waits ready for Red Cross disaster volunteers to give to a child. When a Piper is distributed, the donor receives a card with the age and gender of Piper’s new owner. A \$100 donation to the American Red Cross sponsors one Piper the Puppy, which will not only be giving Piper to a child in need, and also include funding to provide shelter, three meals, a cot, two blankets and basic hygiene items for one day to a family who loses everything when their home is destroyed by disaster. Through Piper, you will become part of a child’s recovery process and the child will know someone cares.

“Trying to digest the devastation after a disaster such as a house fire, hurricane or tornado, is difficult,” says Shannon Smith, executive director of the American Red Cross South Plains Chapter. “Piper the Puppy adds a special touch to turn heartbreak into hope for children who may be scared after possibly losing everything they have, and Piper allows us to show them that others care, and they are loved.”

Sponsoring a Piper is simple and easy to do. Please contact our office by phone at (806) 765-8534 or, visit the American Red Cross South Plains chapter at 2201 19th St. to make your donation today.

Your compassion goes to helping children affected by disaster and you can be there when a disaster strikes to give a helping hand to those in need.

Every donation to the Red Cross and Piper the Puppy sponsorship makes a difference to the families affected by disaster. The American Red Cross encourages you to sponsor a Piper the Puppy today and put a smile on a child’s face tomorrow.

**About the American Red Cross:**

*The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies about 40 percent of the nation's blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit [redcross.org](http://redcross.org) or join our blog at <http://blog.redcross.org>.*

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