



**American
Red Cross**

of Greater Columbus

NEWS RELEASE

Contact: Lynn Cook
614.253.2740 ext. 2477 Cell: 614.332.4929

For Immediate Release

***The American Red Cross of Greater Columbus
Helps Seniors Continue Living Independently***

Philips Lifeline Service from American Red Cross just added to available services

November 17, 2008 – The American Red Cross of Greater Columbus now offers Philips Lifeline, the leading medical alert service in the industry, to seniors in the greater Columbus community. Philips Lifeline is a medical alert service designed to reduce the risk of living alone. In the event of a fall or emergency, help is available at the push of a button. For a little more than a dollar a day, seniors and their families can gain peace of mind that help is just seconds away with the Lifeline Service through the American Red Cross of Greater Columbus.

“We are proud to join the 40 other American Red Cross Chapters that offer the Philips Lifeline Service in their community,” said Michael Carroll, CEO of the ARC of Greater Columbus. “By offering Philips Lifeline, we give seniors in our community a meaningful and needed service, allowing them to have the confidence to continue to live in the homes they love, knowing that help is available at a push of a button.”

On average, one of every three adults over age 65 falls each year, making falls the most common cause of injury or death in the home. Without swift intervention, a fall can become a personal disaster for seniors and their families.

By offering the Philips Lifeline Service, the American Red Cross of Greater Columbus adds to their programs already geared to older adults and individuals with disabilities - programs that include the Community Transportation Program, which offers transportation to and from medical appointments, and Family Caregiving, a series of training materials geared to help those caring for family members.

-more-

American Red Cross – Add One

The American Red Cross of Greater Columbus will celebrate the addition of Philips Lifeline to their service offerings with a continental breakfast on Thursday, Dec. 4 at Grant Medical Center - The Hugenberger Auditorium, 111 S. Grant Ave., Columbus. The public is invited to attend to learn more about this valuable program and other services offered by the Red Cross. RSVP's are required by Nov. 26, 2008 to Sarah Kootval at KootvalS@usa.redcross.org or at (614) 253-2740 ext. 2666. Breakfast and registration begins at 7:15 a.m. The 40-minute program will begin at 7:45 a.m.

More information is available at <http://columbus.redcross.org>.

About American Red Cross

The American Red Cross of Greater Columbus is dedicated to helping make families and communities safer at home and around the world. Sustained by over 600 volunteers, the Red Cross provides assistance to more than 500 families each year after home fires and other disasters strike. Last year the organization trained and educated more than 97,000 area residents in vital lifesaving skills like first aid, CPR and how to prepare for emergencies. The Red Cross also sent more than 800 emergency messages between members of the military and their families. The community transportation program provides rides to medical appointments for seniors and individuals with disabilities, logging more than 19,600 trips last year. All these programs and more are made possible by the donations of time and money from the greater Columbus community. Michael Carroll is the CEO of the American Red Cross of Greater Columbus and Mary Navarro serves as the board chair.

About Philips Lifeline

Part of Philips Home Healthcare Solutions, Philips Lifeline is the leading medical alert service, dedicated to helping give seniors more confidence and peace of mind to live independently in their own homes. The Lifeline service is offered by more than 3,000 healthcare and community organizations including over 40 American Red Cross Chapters and provides services to more than 700,000 subscribers.

###