



For twenty-seven years, the Alexandria Red Cross Waterfront Festival has been celebrating this Chapter's service to the community. Devastating disasters remind us all of the ever growing need for preparedness and rapid response on the local and national levels. The Alexandria Red Cross provides this assistance as well as many more services.

During the weekend of June 14 and 15, 2008, over 35,000 patrons will converge on Alexandria's historic waterfront. They will have the chance to enjoy outstanding musical entertainment, great food, carnival rides for all ages, three beautiful tall ships, and unique arts and crafts. This is truly a festival with something for everyone. On Saturday night, our musical entertainment leads the finale which includes a fireworks show.

In addition to the on-site exposure, those involved in the Festival benefit from the extensive marketing campaign reaching tens of thousands around the Nation's Capital through television, radio and other media before and during this celebration. This year the Festival also will be advertised extensively in *The Washington Post* and through Washington, DC's Metro bus and rail system.

The annual Alexandria Red Cross Waterfront Festival income makes up 20 – 25 percent of the Chapter's operating budget. Proceeds from the Waterfront Festival go to community relief services and safety education programs of the Alexandria Red Cross, which include:

- **DISASTER SERVICES** – To people who are suddenly homeless due to a disaster such as a fire, flood or hurricane,
- **HEALTH AND SAFETY EDUCATION** – To people of all ages who need to know how to perform basic first aid and CPR and how to operate an AED (automated external defibrillator),
- **YOUTH SERVICES** – To youth who will learn the spirit of volunteerism and valuable leadership skills,
- **INTERNATIONAL SERVICES** – To families separated by war and conflict who want news of each other, and
- **SENIOR SERVICES** – To isolated senior citizens in our community who need a friendly visitor.

Every year the Alexandria Chapter trains hundreds of volunteers, conducts disaster drills, and maintains inventories of response vehicles and supplies. While invisible to the public most of the time, at a moment's notice the Red Cross can be on the scene of a disaster, whether natural or man-made, because generous donors and business partners make this type of readiness possible.

Join us this June and help the Alexandria Red Cross reach all of its vital goals!

Alexandria Chapter of the American Red Cross

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