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Triangle Area Chapter of the American Red Cross

Connections Too Produces Testimonial Video for Triangle Area Chapter of the American Red Cross

November 29, 2006

Raleigh, NC—Connections Too, a business-to-business marketing communications, multimedia, video, advertising, branding, PR, and training company, today announced the completion of *Services 2006*, a pro bono video for the Triangle Chapter of the American Red Cross.

“We have such powerful stories about the local services we provide to the residents of Wake, Johnston, Warren and Franklin,” stated John Earwood, Board of Directors Chair. “The *Services 2006* video will help volunteers, board members, and contributors put a face and a personal story with each of the Red Cross’ basic services,” he noted.

The video includes the lifesaving stories of local blood recipients choking and fire victims, as well as the link the Red Cross provides to military families. The seven and half minute video will be part of a fund-raising campaign which begins in November with a breakfast for friends of the American Red Cross.

“When possible we ask people whose lives have been saved to come and share their stories,” explained Barry Porter, Executive Director of the Triangle Chapter. “This video will allow us to share those personal stories at all of our informational meetings,” he added.

“We have wanted a tool like this for years, but could not afford to pay for the production,” Porter continued. “Connections Too’s contribution of time and talent will help the chapter better serve the community,” he concluded.

“Connections Too has always been a supporter of the American Red Cross and their mission,” stated Rob Karn, VP of Marketing, for Connections Too. “We are honored to help an organization that makes such an important impact in our community, our nation and the world.”

The video can be viewed on the Web at www.trianglearc.org or at www.connectionstoo.com.

About the Triangle Area Chapter of the American Red Cross

For more than 80 years, the Triangle Area Chapter of the American Red Cross has enabled people to help their neighbors. Approximately 35,000 people each year gain the skills they need to prepare for and respond to emergencies in their homes and communities. More than 2,500 trained Red Cross volunteers provide lifesaving services in Wake, Johnston, Franklin and Warren Counties. Last year, victims of 264 disasters, most of them fires, turned to the Triangle Chapter for help and hope. In a typical year, 38,000 local people give blood—the gift of life—to supply local hospitals. In an average year, the Triangle Chapter helps 1700 U.S. service members stay connected with their families. The Red Cross is not a government agency; it relies on donations of time, money, and blood to do its work.

About Connections Too

Connections Too (www.connectionstoo.com) located in Raleigh, NC has served clients with marketing communications, multimedia, video, advertising, branding and PR since 1992. The company specializes in technology, telecom, healthcare, insurance and banking for Fortune 1500 clients as well as start-ups. It creates training packages through its sister company, Simplified Training Solutions (www.simplifiedtraining.com).