



**American
Red Cross**

Cape Cod and Islands Chapter

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Media Alert **MEDIA ALERT**

Cumberland Farms Opens Their Doors to the Red Cross

Westborough, Mass., Thursday April 8, 2010-Recent torrential rainfall on the already saturated East Coast forced the Red Cross to open several disaster headquarters to provide emergency flood relief. One such operation was located in the warehouse of Cumberland Farms in Westborough, MA.

Six months ago, the Red Cross was in search of some temporary warehouse space when they first approached Cumberland. Cumberland Farms operates 500 retail stores and gas stations on the East Coast; a footprint that mirrors the current disaster area. With roots originating in dairy farm operations in Rhode Island and Massachusetts, Cumberland Farms is one of America's largest privately owned retail operations.

For several days, Red Cross volunteers and Cumberland employees shared warehouse and office space as the disaster relief operations for Massachusetts were headquartered in their warehouse on Flanders Road. Cumberland Farms and the Haseotes family have kindly and generously donated the space to help the Red Cross relief efforts. A number of their employees and customers were affected by the recent damaging floods.

Cumberland Farms is a perfect example of corporate generosity reaching out to give back to the communities they serve by assisting the Red Cross relief efforts.

"Our company is proud to support an outstanding organization such as the Red Cross and to help those in our community in their time of need. As a family company with deep New England roots we understand the true meaning of family extends to the community we serve every day," reports Cumberland Farms CEO Joseph Petrowski.

Help people affected by disasters like the recent flooding, by donating to the American Red Cross Disaster Relief Fund. On those rare occasions when donations exceed Red Cross expenses for a specific disaster, contributions are used to prepare for and serve victims of other disasters. Your gift enables the Red Cross to prepare for disasters and provide shelter, food, emotional support and other assistance to victims of all disasters. Contributions to the Disaster Relief Fund may be sent to your local American Red Cross chapter at 286 South Street, Hyannis, MA 02601 or internet users can make a secure online contribution by visiting www.cciredcross.org

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