



NEWS RELEASE



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The Scenic Bluffs Chapter Receives \$18,620 Grant from the Wal-Mart Foundation

Grant to support Rapid Disaster Relief Response

La Crosse, WI (April 15, 2009) – Scenic Bluffs Chapter announced that it is receiving a \$18,620 grant from the Wal-Mart Foundation, to purchase and stock trailers with shelter and other relief supplies and provide disaster volunteer training. The Scenic Bluffs Chapter is one of 128 Red Cross chapters awarded funds as part of the Wal-Mart Foundation's initiative to support disaster response and capacity building projects nationwide.

“As we saw with the recent flooding in our area, we aren't always able to get supplies to where we need them due to events like road closures and high floodwaters. This grant will allow us to position supplies where they are accessible throughout our 5 counties and quickly respond to the needs of those we serve,” said Cheryl Hancock, Executive Director of The Scenic Bluffs Chapter.

The Wal-Mart Foundation partnered with the American Red Cross to create a \$5 million Disaster Readiness and Capacity Building Grant Program. This grant will benefit communities across the country that reside near Red Cross chapters located in remote areas that often become isolated during times of disaster and whose chartered jurisdictions serve less than one million people – like The Scenic Bluffs Chapter.

The grant funding will be used to purchase 4 trailers and stock them with shelter start-up supplies and provide training to disaster volunteers. One trailer will be placed in each county The Scenic Bluffs Chapter serves; this will help to reduce response times, even in the most difficult disaster scenarios as well as reinforce their commitment to ever improving preparedness capability during non-disaster times. Placement of the trailers will hopefully encourage members of the community to consider the importance of their own personal preparedness – keeping a supply

kit, making escape and communication plans and even getting involved with The American Red Cross services and trainings.

“At Wal-Mart, helping communities is what we do every day. And when a crisis strikes, that charge becomes an even greater priority,” said Margaret McKenna, president of the Wal-Mart Foundation. “Our long-standing support of the American Red Cross is evidence of our commitment to supporting local disaster relief efforts. We are hopeful that the \$5 million we have given to local Red Cross chapters across the country will result in the swift, effective response to disasters, and the development of resources *before* disaster strikes.”

The Wal-Mart Foundation stands ready to help and to work with local leaders, community organizations and elected officials in the instance of a disaster. With a long-standing commitment to supporting local disaster relief efforts, the Wal-Mart Foundation works with the American Red Cross and other organizations in an effort to help its neighbors and communities during times of need.

“We are appreciative to the Wal-Mart Foundation for this much needed grant to enhance our local chapters’ ability to serve their communities,” said Michael Brown, Vice President of Corporate and Foundation Partnerships at the American Red Cross. “Because of their generous support, we will be better positioned to prevent, prepare for and respond to disasters in communities across the country.”

About the American Red Cross

The American Red Cross shelters, feeds and counsels victims of disasters; provides nearly half of the nation's blood supply; teaches lifesaving skills; and supports military members and their families. The Red Cross is a charitable organization — not a government agency — and depends on volunteers and the generosity of the American public to perform its humanitarian mission. For more information, please visit www.redcross.org or join our blog at www.redcrosschat.org.

About Philanthropy at Wal-Mart Stores, Inc.

Wal-Mart Stores, Inc. (NYSE: WMT) and the Wal-Mart Foundation are proud to support the charitable causes that are important to customers and associates in their own neighborhoods. Through its philanthropic programs and partnerships, the Wal-Mart Foundation supports initiatives focused on creating opportunities in education, workforce development, environmental sustainability, and health and wellness. In 2007, Walmart, Sam’s Club and the Wal-Mart Foundation gave \$296 million to communities across the United States. To learn more, visit www.walmartfoundation.org

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