



# The Clorox® brand and the American Red Cross Partner to Raise Awareness of the Importance of Preparation Ahead of a Natural Disaster

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As a part of National Preparedness Month in September, Clorox® is donating \$100K to Red Cross Disaster Relief efforts

OAKLAND, Calif., Oct. 3, 2019 /PRNewswire/ -- Each year, the American Red Cross responds to more than 62,000 disasters – from large-scale natural disasters to home fires. Being Red Cross Ready can be your first line of defense when facing off against a natural disaster. As part of National Preparedness Month, observed annually during September, Clorox® is pledging to donate \$100,000 to help the Red Cross respond to disaster relief efforts this fall and beyond.

"Clorox is an invaluable partner to the American Red Cross, donating truckloads of bleach during times of need, and helping to raise awareness about preparedness and recovery," said Trevor Rigger, SVP of Disaster Cycle Services, American Red Cross. "With their support, we're able to deliver our mission, helping those in the face of natural disasters."

As part of their partnership, Clorox is also working with the Red Cross to help educate the public about emergency preparedness and they are encouraging everyone to take three easy, but critical, action steps: prepare a kit, make a plan and be informed.

Basic supplies to include in an emergency kit include water, non-perishable foods, a flashlight with extra batteries, a crank radio and a multi-purpose tool. It's also important to include disinfecting bleach, which can treat drinking water that may be contaminated, kill bacteria such as E. Coli in places where floodwater was present, clean up mold and mildew inside and outside your home and prevent mosquito breeding areas. For a detailed list of items to include in your emergency preparedness kit and other preparedness steps, visit [www.redcross.org](http://www.redcross.org).

For more information about the campaign and how to get prepared, visit [www.clorox.com/redcrossready](http://www.clorox.com/redcrossready).

## **The Clorox Company**

The Clorox Company (NYSE: CLX) is a leading multinational manufacturer and marketer of consumer and professional products with approximately 8,800 employees worldwide and fiscal year 2019 net sales of \$6.2 billion. Clorox markets some of the most trusted and recognized consumer brand names, including its namesake bleach and cleaning products; Pine-Sol® cleaners; Liquid-Plumr® clog removers; Poett® home care products; Fresh Step® cat litter; Glad® bags, wraps and containers; Kingsford® charcoal; Hidden Valley® dressings and sauces; Brita® water-filtration products; Burt's Bees® natural personal care products; RenewLife® digestive health products; and Rainbow Light®, Natural Vitality™ and NeoCell® dietary supplements. The company also markets industry-leading products and technologies for professional customers, including those sold under the CloroxPro™ and Clorox Healthcare® brand names. Nearly 80 percent of the company's sales are generated from brands that hold the No. 1 or No. 2 market share positions in their categories.

Clorox is a signatory of the United Nations Global Compact, a community of global leaders committed to sustainability. The company has been broadly recognized for its corporate responsibility efforts, included on CR Magazine's 2019 100 Best Corporate Citizens list, Barron's 2019 100 Most Sustainable Companies, the Human Rights Campaign's 2019 Corporate Equality Index and the 2019 Bloomberg Gender Equality Index, among others. In support of its communities, The Clorox Company and its foundations contributed about \$12 million in combined cash grants, product donations and cause marketing in fiscal year 2019. For more information, visit [TheCloroxCompany.com](http://TheCloroxCompany.com), including the Good Growth blog, and follow the company on Twitter at @CloroxCo. CLX-B

## **The American Red Cross**

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies about 40 percent of the nation's blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit [redcross.org](http://redcross.org) or [cruzrojaamericana.org](http://cruzrojaamericana.org), or visit us on Twitter at @RedCross.

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