



audio'connell
VOICE OVER TALENT

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PRESS RELEASE

FOR IMMEDIATE RELEASE

Free PSA Supports Hurricane Victims and American Red Cross

Spot promotes official donation options for the Red Cross' Disaster Relief Fund

BUFFALO, New York, September 26, 2005 - - To assist in the promotion of on-going fundraising efforts by the American Red Cross in its response to the devastation in parts of the southeastern United States affected by Hurricane Katrina and Hurricane Rita, professional voice talent Peter K. O'Connell has posted a free sixty second public service announcement (PSA) for universal (non-commercial) use on any and all broadcast, cable and internet outlets in the United States and Canada effective immediately and for use as needed.

The spot's content was based on information provided on the web site of the American Red Cross (www.redcross.org). The spot features information about "Official Donation Sites" for the Red Cross' Disaster Relief Fund. That fund supports the organization's efforts in aiding victims of thousands of disasters across the country every year. Official telephone and internet donation information is included in the announcement. This is the second PSA audio'connell has produced in support of the Red Cross' efforts for victims of these recent hurricanes.

Radio, television, cable and internet stations and or web sites across North America are free to use the announcement as a stand-alone PSA or as a part of their own disaster relief efforts. The announcement is a "dry read" and may be mixed with music in a station's licensed library as each station sees fit.

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► NOTES TO EDITORS

About the American Red Cross

The American Red Cross, a humanitarian organization led by volunteers, guided by its Congressional Charter and the Fundamental Principles of the International Red Cross Movement, will provide relief to victims of disasters and help people prevent, prepare for, and respond to emergencies. The American Red Cross functions independently of the government but works closely with government agencies, such as the Federal Emergency Management Agency (FEMA), during times of major crises. It is responsible for giving aid to members of the U.S. Armed Forces and to disaster victims at home and abroad. It does this through services that are consistent with its Congressional Charter and the Fundamental Principles of the International Red Cross and Red Crescent Movement allowing the Red Cross to stay neutral and impartial. (Web: <http://www.redcross.org>)

About audio'connell

audio'connell is a worldwide professional voice over studio. (Web: <http://www.audioconnell.com>)

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