



**American
Red Cross**

Red Cross of Central South Carolina
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NEWS RELEASE

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FOR MEDIA ONLY

Ben Arnold Beverage Company, Green's Discount Beverages, and Frugal MacDoogal donate \$10,000 to American Red Cross Wednesday, August 25, 2010

August 29, 2010 – COLUMBIA, SC Ben Arnold Beverage Company Vice-President Marty Fettig and Green's Discount Beverages Manager, Steve Morgan will present a \$10,000 check to the Board of the American Red Cross of Central South Carolina for use in the flood relief and recovery efforts in Nashville, TN. The event is on the agenda for the Board meeting of the Red Cross which will be held on Wednesday, August 25th at noon, at the American Red Cross of Central SC Chapter office, 2751 Bull Street, Columbia, SC.

Ben Arnold, in conjunction with select suppliers and retailers collaborated to raise money for the American Red Cross Nashville Flood Relief Fund. "We created displays in two stores, Frugal MacDoogal's and Green's that featured eight brands. With the purchase of any of these brands during the June/July promotional period, \$1.00 was donated to this important fund. We sold 8909 bottles and Ben Arnold Beverage Co. added an additional \$1091 to make it an even \$10,000" said Marty Fettig, Ben Arnold's VP Marketing.

"It is these kinds of programs where we can partner with our suppliers and customers to make a difference that makes me proud to be a member of our great industry," said Kevin Karcher, President & CEO of Ben Arnold. The brands featured included Crown Royal, Southern Comfort, Gentleman Jack, Bacardi, Three Olives, Stoli and Jagermeister.

"The displays looked great and our customers certainly responded," said Steve Morgan, Manager of the participating Green's location. "We were happy to be a part of this promotion and are pleased that we can help a bit for those in Nashville who are suffering from the effects of this devastating flood."

"It's this sort of spontaneous support from across all segments of our community that American Red Cross depends on to fulfill our mission. All disaster assistance provided by the American Red Cross is free to flood victims. But in order to provide these services, financial donations are needed. We currently estimate disaster relief for the entire region impacted by these storms to cost up to \$13 million. As an agency which relies 100% on voluntary donations, we value each and every community constituent who assists us in serving the people who need us most. On behalf of the American Red Cross and the people affected by these floods, we thank the Ben Arnold Beverages, Frugal MacDoogal's, Green's Discount Beverages and all their employees and customers who are supporting the American Red Cross Disaster Relief Program."



Pictured from Left to Right: Steve Morgan-General Manager, Green's Discount Beverage; Marty Fetting-Vice-President, Ben Arnold Beverage Co.; Scott R. Salemme-CEO American Red Cross Columbia Region; Rachel Hodges-Board Vice-President, American Red Cross Columbia Region; Shawn Kenney-Board Vice-President, American Red Cross Columbia Region.

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The American Red Cross helps people prevent, prepare for and respond to emergencies. An average of 91 cents of every dollar the Red Cross spends is invested in humanitarian services and programs. The American Red Cross of Central South Carolina responds to approximately one disaster every 20 hours. The Red Cross is not a government agency; it relies on donations of time, money, and blood to do its work. To volunteer call 803-540-1200. To make a monetary donation, call 803-540-1242, donate online at www.centalscreddcross.org, or mail your check to American Red Cross P.O. Box 91, Columbia, SC 29202.