

## Masco Corporation Supports American Red Cross Disaster Relief Efforts with \$250,000 Donation

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### ***As Disasters Increase in Frequency and Intensity, Annual Pledge Helps Ensure Capacity to Respond Immediately***

LIVONIA, Mich.--(BUSINESS WIRE)-- The American Red Cross recognizes Masco Corporation, headquartered in Livonia, MI, for its pledge of \$250,000 to the [Disaster Responder Program](#). By making a proactive donation to Red Cross Disaster Relief, Masco helps ensure the organization is prepared to meet the needs of people affected by disasters big and small across the U.S.

The Red Cross responds to more than 60,000 disasters across the country every year — mobilizing a team every eight minutes — providing relief, comfort and hope to people during what can be the worst days of their lives. As large disasters like wildfires, tornados and hurricanes increase in frequency and intensity, donations from Disaster Responder members continue to fuel Red Cross readiness and build response capacity in times of crisis.

Disaster Responder Program members, along with their employees and customers, pledge financial and in-kind donations in advance of disasters to power the Red Cross with strong infrastructure, trained volunteers, innovative technology and critical resources necessary to provide relief and support when needed. These donations enable the Red Cross to respond to disasters at a moment's notice — offering a safe place to sleep, a hot meal, emotional support and resources to aid in recovery — while also helping prepare people and communities for future disasters.

"We count on Disaster Responder members like Masco because they understand the importance of being prepared before a disaster strikes so we can respond immediately," said Anne McKeough, Chief Development Officer at the American Red Cross. "We're extremely grateful for Masco's donation, which will help ensure we can continue to build our capacity and resources ahead of time, keep up with the pace of frequent disasters and assist people in their darkest hours."

"At Masco, we believe in better living possibilities—for our homes, our environment and our community," said Keith Allman, President and CEO of Masco. "We are proud to support the Red Cross's work to bring safety, stability, and hope to families during the hardest of times. By empowering their responders to act with urgency in the face of disasters, our neighborhoods can be better prepared and

more resilient during recovery."

Donations from Disaster Responder Program members also support basic needs for families affected by home fires — which comprise the bulk of Red Cross response efforts — and help ensure the Red Cross can continue educating people nationwide about disaster preparedness so they can cope with crises in their communities when the unthinkable happens.

Individuals can help people affected by disasters big and small by making a gift to American Red Cross Disaster Relief. Donations to Disaster Relief enable the Red Cross to prepare for, respond to and help people recover from disasters big and small. Visit [redcross.org](http://redcross.org), call 1-800-RED CROSS or text the word REDCROSS to 90999 to make a \$10 donation.

## **About Masco**

Headquartered in Livonia, Michigan, Masco Corporation is a global leader in the design, manufacture and distribution of branded home improvement and building products. Our portfolio of industry-leading brands includes Behr® paint; Delta® and hansgrohe® faucets, bath and shower fixtures; Kichler® decorative and outdoor lighting; Liberty® branded decorative and functional hardware; and HotSpring® spas. We leverage our powerful brands across product categories, sales channels and geographies to create value for our customers and shareholders. For more information about Masco Corporation, visit [www.masco.com](http://www.masco.com).

## **About the American Red Cross**

The American Red Cross shelters, feeds and provides comfort to victims of disasters; supplies about 40% of the nation's blood; teaches skills that save lives; distributes international humanitarian aid; and supports veterans, military members and their families. The Red Cross is a nonprofit organization that depends on volunteers and the generosity of the American public to deliver 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](https://twitter.com/RedCross).

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