
Launch of Six Spanish-Language Apps – June 2014

- **The American Red Cross is launching six free Spanish-language apps for emergencies with simple lifesaving information that will help keep families safe.**
 - The six Spanish-language apps are the Red Cross First Aid, hurricane, tornado, earthquake, wildfire and flood apps.
 - The Red Cross apps have a feature that enables users to easily toggle between English and Spanish language on their app. Previously, users needed to set their entire phone language to either English or Spanish.
 - The Red Cross has experience working with people during disasters, and knows that people behave differently when under stress – such as a First Aid emergency or a weather emergency. In these times, people want to consume important information in the language they are most comfortable with. The Spanish toggle makes the life-saving information in the apps easier to get in emergency situations.
 - All of these Spanish-language apps are free and available for both iPhones and Android devices in the Apple App Store and the Google Play Store. They can also be found at RedCross.org/SpanishApps (English) or RedCross.org/AppsenEspanol (Spanish).
 - The five Red Cross disaster preparedness apps give people local and real-time information for severe weather or disaster threats. This could be the community where they live or the places where friends and loved ones live. The apps also offers step-by-step instructions that let users know what to do before, during and after a hurricane, tornado, earthquake, flood or wildfire.
 - The Red Cross First Aid App gives people instant access to expert advice for everyday emergencies.
 - All the apps offer pre-loaded content ensuring that Red Cross guidance is available anytime, anywhere – even if no Internet connection is available.
 - The disaster preparedness apps allow users to let family and friends quickly know they are safe with a customizable “I’m Safe” alert for Facebook, Twitter, email and text.
 - The Red Cross apps have interactive quizzes allow people to earn badges that they can share with friends on social networks.

- **The free Red Cross Spanish-language apps make mobile devices a lifeline for emergency information for families.**
 - The Red Cross wants as many people as possible to benefit from the crucial emergency information available via mobile apps. That’s one of the reasons why we created Spanish-language versions of these Red Cross apps.

 - These mobile apps may be particularly useful at a time when smartphone use among Hispanics is surging. A 2013 study by the Pew Research

Center found that Latinos own smartphones and go online from a mobile device at similar – and sometimes higher – rates than do other groups of Americans.

- With natural disasters, it's vital that people can share warnings, preparedness information and their own status immediately with their social networks.
 - If you can take only one step to make your family better prepared for disasters, tell them about these apps. The next time you are together help your parents, children, aunts, uncles or other family members download them to their own phones.
- **These new Spanish-language apps build on the Red Cross legacy of teaching life-saving skills to people across the country.**
- The Red Cross is an established leader in teaching people the skills they need to survive life's emergencies. We want people to be ready to respond to emergencies and spread emergency information on their social networks, anywhere, anytime – even if they don't have formal training.
 - Overall, the award-winning Red Cross apps have been downloaded more than 4.7 million times.
 - While apps can prepare you for disasters, it's important to remember that downloading any of our apps is not a substitute for training. To learn more about Red Cross First Aid and CPR/AED courses or to register, visit redcross.org/TakeAClass.

SUPPLEMENTAL TALKING POINTS ON THE FEATURES OF EACH APP:

- **First Aid App:**
- The Red Cross First Aid app offers simple instructions that guide users through everyday first aid scenarios. It also features a 911 call button to remind and assist users of this critically important step.
 - The First Aid app contains simple videos displaying the necessary steps to take in emergencies, as well as quizzes
- **Earthquake App:**
- The Red Cross earthquake app provides alerts from the U.S. Geological Survey (USGS) when an earthquake occurs and includes notifications based on radius/magnitude for any location that users are monitoring. The earthquake app shows the epicenter of the earthquake, impact magnitude and local geographical impact data from USGS.
 - It also informs users what to do before, during and after an earthquake, and has information on how to get help.

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- **Tornado App:**
 - Many tornados happen at night, and a key feature of the Red Cross app is a loud siren that automatically goes off when the National Weather Service (NWS) issues a tornado warning for an area. The siren goes off even if the app is closed. The app sends a notification when a warning expires, which is especially important if power goes out while users are in a safe room.
 - The Red Cross tornado app provides alerts about tornado watches and warning and offers instructions that let users know what to do before, during and after a tornado. It also contains information on how to get help.

 - **Hurricane App:**
 - The Red Cross hurricane app provides location-based real-time National Weather Service (NWS) alerts for the United States and its territories – and users can share these alerts on social networks. These alerts can be for where a person is located as well as where family and friends are. Users can even receive alerts for locations in coastal areas where they vacation or where loved ones live.
 - The hurricane tracker tool on the app displays the forecasted path of the hurricane including windspeed, date and location.
 - The Red Cross hurricane app lets users know what to do before, during and after a hurricane.

 - **Wildfire App:**
 - The Red Cross wildfire app offers step-by-step instructions on what to do before, during and after a wildfire. The app also provides a Wildfire News section with state-by-state links to all fire-fighting agencies' Twitter feeds and websites.
 - Users also have click-to-call access to their state's 511 network for the latest traffic information in case of evacuation.

 - **Flood App:**
 - The Red Cross Flood App has alerts and warning that help people stay safe and reduce losses from floods and flash floods. The app has toolkit with flashlight, strobe light and alarm to let others know where you are and locations of open Red Cross shelters in case people need to evacuate.
 - The flood app has simple instructions and steps on supplies to have, and how to develop an emergency plan if people have to stay put or evacuate. It also includes recovery resources for when people are able to return home and start cleaning up.