

FOR IMMEDIATE RELEASE
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Support Red Cross Humboldt Heroes While Preparing For the Holidays on Friday

The Humboldt County Chapter of the American Red Cross has teamed up with THE Original Basket Boutique in Eureka so business owners and locals alike can support the upcoming 10th annual Heroes Recognition Luncheon and local disaster relief efforts.

THE Original Basket Boutique will be holding an open house on Friday, October 21 from 11 a.m. to 7 p.m. at the Eureka Inn, 518 Seventh St., Eureka. When community members purchase a Taste of Humboldt/Humboldt Heroes basket that offers an assortment of locally-made treats, OBB will donate 10 percent of the purchase price to the local chapter of the American Red Cross. Whether purchased for a favorite client or a family member, the basket will be appreciated both by the recipient and the Red Cross.

These gift baskets were made to honor the 2012 Humboldt Heroes Recognition Luncheon where every year, community members nominate local, ordinary people that have shown extraordinary courage and compassion. The previous event honored 49 individuals, including a 9-year-old boy who dialed 911 to save his mother's life and a woman who gave life-saving CPR to a man who had been electrocuted while trimming a tree. The Humboldt Heroes luncheon is the major fundraiser for the Red Cross and hero nomination forms will be available at the OBB open house.

“It's a feel-good fundraiser,” said Barbara Caldwell, executive director of the local Red Cross chapter. “We need our heroes honored.”

About THE Original Basket Boutique:

THE Original Basket Boutique is a steadily growing corporation with multiple franchises across Canada, United States and the Middle East. Whether for corporate gifts or designing a unique basket line with a special theme, OBB stocks premium foods and other products to provide an innovative and personalized gift creation to meet each client's exclusive requirements.

About the American Red Cross, Humboldt County Chapter:

The American Red Cross is a neutral, humanitarian organization that provides relief to victims of disasters and prepares people to prevent and respond to emergencies. Our chapter, like all Red Cross chapters, is self-sustaining and receives no funding from the government. All disaster assistance provided by the chapter is free and made possible Humboldt County community members who volunteer time and money. Donations can be made at www.humboldtreddcross.org, via mail to P.O. Box 3502, Eureka, CA, 95502 or by phone at 707-443-4521

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