



**American
Red Cross**

National Headquarters

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Ms. Laura Hepting
Beyond Pesticides
701 E St., SE
Washington, D.C. 20003

Dear Ms. Hepting:

Thank you for your letter regarding the Clorox Company and the American Red Cross partnership. We acknowledge your concerns and we hope to clarify any misunderstandings surrounding this partnership.

Our intention with this partnership has been dedicated to protecting public health by providing people with the products and information on how to prevent further emergencies following disasters. The Clorox Company has been a valued partner for years providing their products, in particular liquid bleach, in the wake of natural disasters.

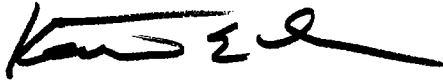
For example, following natural disasters, bleach has multiple purposes and is recommended by the Centers for Disease Control and Prevention (CDC), the Environmental Protection Agency (EPA) and the Federal Emergency Management Agency (FEMA), as a safe tool to purify contaminated water, remove mold and other bacteria and disinfect contaminated areas.

We acknowledge and are cognizant that the Red Cross logo is universally one of the most trusted and recognized symbols and we go to great lengths to protect it by following the Better Business Bureau requirements on all cause marketing programs and including non-endorsement disclaimers on all cause marketing campaigns. This non-endorsement disclaimer has been included on the proposed Clorox label since the first meeting with the EPA.

Additionally, financial support provided through this partnership enables us to accomplish our life-saving mission. It is only with the help and generosity of companies like Clorox, and donations of time from volunteers such as yourself, that we continue to be able to support our work.

I hope this helps alleviate your concerns about the Clorox and the American Red Cross partnership. Please feel free to contact me if you have any questions, or if you would like to discuss this partnership further. Thank you for your volunteer service with the Red Cross and we truly hope you will continue your service with us.

Sincerely,

A handwritten signature in black ink, appearing to read 'Kathleen Loehr', with a long horizontal flourish extending to the right.

Kathleen Loehr