



FOR IMMEDIATE RELEASE

Contact: Kevin Ott, Executive Director
Flexible Vinyl Alliance
703-606-4555
kott@flexiblevinylalliance.com

‘Vinyl Saves Lives’ Project at The International Plastics Showcase Will Benefit American Red Cross International Services

WASHINGTON, D.C./ORLANDO, FL (March 16, 2015) – The vinyl (PVC) industry and its leaders have selected American Red Cross International Services as their partner for a week-long special ‘Vinyl Saves Lives’ project and demonstration during NPE2015 (i.e., The International Plastics Showcase), one of the world’s largest trade shows, being held March 23-27, 2015 at the Orange County Convention Center in Orlando, Florida. The project will:

- ask the showcase’s 60,000 attendees to support American Red Cross in the fight against Ebola (i.e., all proceeds will be designated to American Red Cross International Services), and
- demonstrate to an international audience that vinyl is a critical component in the manufacture of hundreds of medical products and plays a key role in Africa and elsewhere helping to save lives.

The ‘Vinyl Saves Lives’ project will utilize a 40-foot-wide booth to maximize exposure to showcase attendees and display dozens of medical products used in the treatment and isolation of Ebola. Included in the booth display will be a mobile bed field unit and several medical personnel protective garments as broadcast internationally during the Ebola crisis in Africa, plus a chance for attendees to learn how vinyl/PVC, the second most-used plastic materials, have been used to help save lives for decades.

-more-



Page 2

‘Vinyl Saves Lives’ Project To Benefit American Red Cross

The American Red Cross has raised nearly \$5.6 million to support Ebola relief efforts in the affected West African countries, and 100 percent of donations collected by the ‘Vinyl Saves Lives’ project sponsors will be designated to support American Red Cross International Services. Sponsors and participants recognize that nearly 24,000 people have been victims in the last year, and the Red Cross plays a vital role in the fight against Ebola with more than 6,000 volunteers leading disease prevention, education and awareness efforts, having reached 39 million people, in addition to providing psychosocial support and assisting in management of the deceased.

Other organizations and firms involved and contributing to this special project include The Vinyl Institute and its members, the Resilient Floor Covering Institute, the Wallcoverings Association, the Vinyl Institute, Lakeland Industries, CPR LifeMask, Qosina Corporation, Czuba Enterprises and large corporations engaged in the manufacture of vinyl/PVC that are members of the SPI: The Plastics Industry Trade Association and the Flexible Vinyl Alliance.

About the American Red Cross: The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies about 40 percent of the nation's blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families. The Red Cross is a nonprofit organization that depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit www.redcross.org or follow us on Twitter at @RedCross.

About the SPI and the Flexible Vinyl Alliance (FVA): The SPI: the Plastics Industry Trade Association owns and operates the NPE 2015: the International Plastics Showcase, one of the world's largest tradeshow. The FVA is a coalition of trade organizations, materials suppliers, compounders, formulators, molders and fabricators.

###

SPIVA1800031615