

FOR IMMEDIATE RELEASE

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PMA OF WEST MICHIGAN AWARDED RED CROSS 2010 CHAIRMAN'S AWARD OF OUTSTANDING COMMUNITY PARTNERSHIP

On June 10, 2010 the Chairman's Award for Outstanding Community Partnership was presented to PMA of West Michigan (PMAWM) by the American Cross of Greater Grand Rapids. This award is presented to a local organization that has partnered with the American Red Cross of Greater Grand Rapids serving the community together through combined resources of many volunteers and staff.

It began in the summer of 2009. Brainstorming meetings were held to determine how Red Cross and PMAWM could work together to benefit the residents of local apartment communities and to benefit the Red Cross.

The following were their accomplishments:

- § Engaged local apartment community residents in getting Red Cross trained.
- § Collaborated with Red Cross of Greater Grand Rapids Disaster Services to provide two apartments for disaster clients to stay in for up to 3 days at no cost to Red Cross.
- § Worked with Red Cross staff and volunteers in Health & Safety, Development, and Disaster Services consistently and positively throughout the year to support the Red Cross in fundraisers, including a St. Patrick's Day bowling event that raised over \$3500.
- § Permitted Red Cross to have a booth at the PMAWM Annual Expo in 2009 and 2010 at no expense to the Red Cross in order that programs and services could be promoted to attendees.

The PMAWM Board of Directors now directly asks member apartment communities and management companies to take on the responsibility of educating their residents on the importance of renters insurance by hosting training sessions conducted by the Red Cross staff. PMAWM also encourages Property Managers and Business Partners (Vendors) to support the Red Cross by attending classes held at PMAWM Training Center and to contribute to PMAWM fundraising efforts.

PMAWM members care about their residents. The goals of the members are to provide great apartment communities where people want to live, to make sure that residents are trained and covered in the event of emergencies.

If you would like more information, please contact Kathy Vallie of the Property Management Association of West Michigan at (616) 531-5243.