



**American
Red Cross**

**SOUTH CENTRAL
NEW YORK REGION**

*Broome, Chemung, Chenango,
Cortland, Delaware, Otsego,
Schuyler, Steuben, Tioga,
Tompkins, Bradford PA Counties*
www.1RedCross.org

News Release
NEWS RELEASE

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Small Company with Big Heart Helps Flood Victims

SOUTH CENTRAL NEW YORK, September 29, 2011 —

Norm Sherwood, Vice President at Envirocare Corporation in Wilmington, Massachusetts reached out over the miles from New England to help flood victims right here in South Central New York. When he heard about the flooding and the destruction of homes and property, he knew he had a way to help, and the small company stepped up to be a Big Neighbor. Norm called the American Red Cross Flood Disaster Headquarters in Endicott and said he had a product that could help make the re-building and remediation process easier and safer for residents and home owners.

His company, Envirocare, produces a product called Moldex which kills odor causing microorganisms, mold and mildew. As it turns out, during a flood cleanup, indoor air quality can seem inconsequential. However, failure to remove contaminated materials and reduce moisture and humidity can present serious long-term health risks. Standing water and wet materials are a breeding ground for microorganisms such as viruses, bacteria and mold that can cause disease, trigger allergic reactions and continue to damage materials long after the flood waters recede.

The small Envirocare Corporation donated 144 cases of Moldex and paid for the shipping to the Red Cross distribution warehouse in Binghamton. The cases went out yesterday to the residents of Ninevah Township, north of Binghamton, another hard-hit flood area. Many residents there are still without potable water due to well contamination. The shipment is enough Moldex to treat at least 144 homes if not more.

The Red Cross thanks Norm Sherwood and the Envirocare Corporation for being generous neighbors and reaching out to help the people of this region in their time of need.

Photo Credit: American Red Cross/Chuck Haupt

Photo Caption: Red Cross warehouse workers in Binghamton load cases of Moldex for flood victims in Ninevah Township.

About the American Red Cross:

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies nearly half of the nation's blood; teaches lifesaving skills; provides international humanitarian aid; and supports military members and their families. The Red Cross is a charitable organization — not a government agency — and depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit www.redcross.org or join our blog at <http://blog.redcross.org>.

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