



## **RB partners with British Red Cross and joins Disaster Relief Alliance**

**22 February 2020, Slough, UK** - RB today announces it is partnering with the British Red Cross in its efforts to make vulnerable communities strong and resilient.

As the British Red Cross' newest international emergency partner, RB has joined the charity's Disaster Relief Alliance. The Alliance comprises ten private sector organisations who are committed to supporting vulnerable communities worldwide to prepare, respond, and recover from disasters. Through this new partnership, RB will provide:

- An initial donation of £250,000 to the Red Cross Disaster Relief Alliance
- Proactive product donations for emergency preparedness
- Donation of employee time through volunteering initiatives
- Employee fundraising

Through the provision of funds, product and time, RB's support increases the British Red Cross' ability to provide help to people in crisis; today, tomorrow and in the future. Mike Adamson, CEO, British Red Cross said: "The Disaster Relief Alliance is hugely important to our work, especially as we continue to respond to the coronavirus pandemic. RB's support, and these vital funds, will help us provide urgent assistance to people throughout the world in their hour of greatest need. I look forward to working with RB to build sustainable futures for vulnerable communities around the world."

Laxman Narasimhan, CEO, RB commented: "At RB we believe that access to the highest quality hygiene, wellness and nourishment should be a right and not a privilege. The fight to maximise access is most pressing in vulnerable communities and at times of crisis, so I'm delighted that we will play our part supporting the invaluable work of the British Red Cross and the Disaster Relief Alliance."

### **For further information, please contact:**

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### **About RB**

RB\* is driven by its purpose to protect, heal and nurture in a relentless pursuit of a cleaner, healthier world. We fight to make access to the highest-quality hygiene, wellness and nourishment a right, not a privilege, for everyone. RB is proud to have a stable of trusted household brands found in households in more than 190 countries. These include Enfamil, Nutramigen, Nurofen, Strepsils, Gaviscon, Mucinex, Durex, Scholl, Clearasil, Lysol, Dettol, Veet, Harpic, Cillit Bang, Mortein, Finish, Vanish, Calgon, Woolite, Air Wick and more. 20 million RB products a day are bought by consumers globally.

RB's passion to put consumers and people first, to seek out new opportunities, to strive for excellence in all that we do, and to build shared success with all our partners, while doing the right thing, always is what guides the work of our 40,000+ diverse and talented colleagues worldwide. For more information visit [www.rb.com](http://www.rb.com).



In March 2020, RB launched the Fight for Access Fund which continues to be a demonstration of the commitment to protect, heal and nurture in the relentless pursuit of a cleaner, healthier world.

To deliver on this commitment, RB have:

- Set aside the equivalent of one per cent of adjusted operating profit each year to this Fund
- Committed over £40 million to benefit communities consistent with the RB purpose
- Reinvested a further £10 million of COVID-19 cost savings in support of local initiatives

*\*RB is the trading name of the Reckitt Benckiser group of companies*

### **British Red Cross**

The British Red Cross helps people in crisis, whoever and wherever they are. We are part of a global voluntary network, responding to conflicts, natural disasters and individual emergencies. We enable vulnerable people in the UK and overseas to prepare for and withstand emergencies in their own communities. And when the crisis is over, we help them to recover and move on with their lives.

[www.redcross.org.uk](http://www.redcross.org.uk)

Learn more about the British Red Cross and its Disaster Relief Alliance

<https://www.redcross.org.uk/get-involved/partner-with-us/disaster-relief-alliance>