



America's Red Cross drama opened with a local supporting cast.

It may surprise you, but the nation's 100-year-old Red Cross story actually began with two upstate New York chapters.

The first was founded by Clara Barton in Dansville, her "country home" for more than a decade.

Chapter No. 2 was started in Rochester just two months later by Miss Barton and her close friend, Susan B. Anthony. Within days, a Rochesterian went to Michigan to assist the victims of a devastating forest fire. That was America's first Red Cross field action.

Kodak, which just last year celebrated its own centennial,

has assisted the Red Cross from the very beginning. And, the commitment has always been more than purely financial; thousands of Kodak people have volunteered their time and talents, too.

The Kodak/Red Cross connection even included cooperation at the highest level. Our founder, George Eastman, serving as director of the Rochester chapter during World War I, helped raise funds for a 9,000-bed Army hospital in France and coordinated the efforts of thousands of local volunteers.

Today, the Red Cross touches the lives of almost everyone. It

has helped untold millions through a century of natural disasters. And, through its voluntary donor program, it supplies 50% of the blood used nationwide. That's a Red Cross service which originated right here in Rochester in 1948.

For many, the Red Cross means valuable courses in first aid, water safety, and preventive health care. To Kodak, the Red Cross is living proof that donations and volunteerism can make the community a better place.

But there's so much more to do. And that's where the local supporting cast still comes in.



Doing more than meets the eye.