



The American Red Cross, in partnership with *The Atlantic*, is proud to announce the American Red Cross Humanitarian Prize. This annual prize, representing the highest honor awarded by the American Red Cross, will recognize the achievements of one or more individuals who exhibit extraordinary bravery and dedication to the Fundamental Principles of the International Red Cross and Red Crescent Movement by tangibly improving life and living conditions in the world's most challenging regions.

The recipients of the inaugural 2008 American Red Cross Humanitarian Prize are:

- ◆ Mr. Younis Al Khatib, President, Palestine Red Crescent Society
- ◆ Dr. Noam Yifrach, Chairman of the Executive Committee, Magen David Adom in Israel

Messrs. Al Khatib and Yifrach are being honored for the historic work they have personally accomplished in establishing a formal, ongoing collaboration which has resulted in a more thoroughly integrated humanitarian response to the needs of Palestinians and Israelis. In addition to establishing ongoing collaboration, due to the remarkable efforts of these individuals, the Palestine Red Crescent Society and Magen David Adom were officially admitted to the International Red Cross and Red Crescent Movement in 2006. The American Red Cross is proud to honor their individual achievements forged through close, personal collaboration over a decades-old and often violence-torn divide between the Israeli and Palestinian peoples.

The first presentation of the American Red Cross Humanitarian Prize will be celebrated at an inaugural Luncheon to be held in Washington, D.C., on Tuesday, November 18, 2008. This event will bring together approximately 300 distinguished leaders committed to the cause of peace and humanitarianism. Guests will include Administration officials, Members of Congress, diplomats, dignitaries, nonprofit and corporate supporters, and friends.

Details for the first annual American Red Cross Humanitarian Prize Luncheon:

<i>Honorary Co-Chairs</i>	President George W. Bush and Mrs. Laura Bush
<i>Date</i>	Tuesday, November 18 12:00 pm to 2:00 pm (Private Prizewinner reception begins at 11:00 am)
<i>Location</i>	Hall of Service American Red Cross 1730 E Street, NW Washington, DC 20006
<i>Program</i>	Welcome Video Presentation Presentation of Prize Prizewinner Remarks Special Remarks by Dr. Condoleezza Rice (invited) and Judea Pearl

About the Inaugural Humanitarian Prize recipients

Mr. Younis Al Khatib is the President of the Palestine Red Crescent Society (PRCS). He was first exposed to the International Red Cross Movement during his studies in England, where he volunteered for the British Red Cross. President Al Khatib began his career with PRCS in Egypt in 1984 as a hospital director. He became the head of the Planning Department in 1991 and remained in this position when he moved with PRCS to the Palestinian Territories in 1994. President Al Khatib became general director of PRCS in 1996.

Dr. Noam Yifrach has been Chairman of Magen David Adom's Executive Committee since 2003. A public health expert, Dr. Yifrach has worked as deputy director of the Ministry of Health for special duties, and as senior assistant to the minister of health.

About the American Red Cross Humanitarian Prize

The American Red Cross Humanitarian Prize is awarded to individuals who have demonstrated outstanding courage and tireless commitment to the Fundamental Principles of the International Red Cross and Red Crescent Movement:

- ◆ Humanity
- ◆ Impartiality
- ◆ Neutrality
- ◆ Independence
- ◆ Voluntary Service
- ◆ Unity
- ◆ Universality

Particular attention is paid to individuals whose efforts are focused in areas of the world marked by extreme suffering, violence, or longstanding instability.

Beginning in 2009, winners will be selected by a standing Executive Committee, to be inaugurated officially at this year's awards luncheon, and comprising approximately a dozen distinguished Americans notable for their achievements and civic spirit. The Executive Committee will include leading public figures from the communities of business, finance, philanthropy, academia, media, and public service. The Executive Committee will serve to approve both the selection of the Prizewinners, and appointments to the Committee of Selection, the body responsible for selecting the Prizewinners.

Initial Executive Committee Members (in process of selection; final group to number ~12)

- ◆ Secretary Madeleine Albright
- ◆ David Bradley
- ◆ Muhtar Kent
- ◆ Dr. John J. Hamre
- ◆ David A. Harris
- ◆ Walter Isaacson
- ◆ Dr. Henry Kissinger
- ◆ General Colin Powell, USA (Ret.)
- ◆ David Rubenstein

In addition to the American Red Cross Humanitarian Prize medallion, winners receive \$100,000 each. The 2008 prize money has been provided through the generosity of Americans of Arab or Jewish descent.

Support for the Humanitarian Prize

The American Red Cross is an organization led by volunteers, guided by Congressional charter and supported by the generosity of the human spirit. The establishment of the Humanitarian Prize is a unique moment in the history of the American Red Cross and its commitment to the Fundamental Principles of humanity, impartiality, neutrality, independence, voluntary service, unity, and universality. Individuals and organizations wishing to support the inaugural Humanitarian Prize and Award Ceremony will be provided with detailed information upon request.

Sponsorships Program sponsorships with benefits are available on a very limited basis from \$10,000 to \$100,000.

More Information Michele Lynch at (202) 303-8453 or lynchmi@usa.redcross.org
Elizabeth Baker Keffer at (202) 266-5651 or ekeffer@theatlantic.com

The American Red Cross Humanitarian Prize is to be fully self-supporting through direct donor support for its specific mission and purposes. The honoraria for the first year recipients are already fully funded, and the American Red Cross and *The Atlantic* are currently seeking major donor support for the balance of first-year and subsequent programs.

About The Atlantic

Since 1857, *The Atlantic* has played a central role in shaping the national debate on current affairs and cultural trends—including coverage of many issues such as health, development, disaster response, conflict, and education that lie at the heart of the American Red Cross legacy. Dedicated to bold, independent, diverse, and highly reasoned perspectives, its writers, bloggers, and critics represent the best in American journalism. *The Atlantic's* award-winning commentary and coverage can be found in its magazine, on its website at www.theatlantic.com, and at more than 100 events a year produced by its industry-leading events division, Atlantic LIVE.