

Kenya Red Cross Shines at the 2016 PRSK Awards

The Kenya Red Cross Society (KRCS) scooped two major awards in the hotly contested 2016 Public Relations Society of Kenya (PRSK) awards held on Friday, 25th November 2016 at the Intercontinental Hotel in Nairobi.

The society's history book won the best publication of the year award while the Kenya Red Cross Society mobile app won the best new media award of the year. The society got also nominated in the public relations event of the year award where they emerged second.

"It is a big win for Kenya Red Cross. We are earnestly grateful for the recognition and appreciation of KRCS work. It is not only a win for us but also our partners and volunteers who are integral in our operations." External relations and Corporate affairs Director Antony Mwangi said.

The history book consolidates KRCS 50 plus years as the leading humanitarian organization in Kenya. The book is a significant milestone that tells of many hurdles the organization has faced, overcome and most importantly how the KRCS has successfully transcended over these past decades to stand as one of Kenya's iconic institutions.

While KRCS App was designed to bring services closer to the people of Kenya at the touch of a button.

"KRCS is the first-ever Red Cross and Red Crescent Society in the world to launch the most advanced humanitarian aid App that allows users to receive timely and life-saving information during emergencies," Head of ICT Taariq Twaha said.

"Since its launch, the App has been downloaded and engaged with far beyond initial expectations, allowing KRCS to increase its ability to alert Kenyans about emergency situations, cut down on its crisis response time and build a much larger pool of partners and volunteers," Twaha added.

The App has 8,246 downloads and enabled KRCS to receive 4,081 volunteers in less than 6 months after the launch.

Some of its features are;

- Members can call an ambulance quickly, allowing KRCS to reach more Kenyans in the hour of need.
- Emergency news and alerts allows users to receive verified, timely and life-saving information during an emergency or crisis.
- KRCS is able to conduct blood donation drives. Donors can chip in to help those in need of blood at the shortest time possible and at their own convenience.
- Stakeholders and the general public are able to become members of the KRCS, manage and renew their membership at the click of a button and at their own convenience.



Press Release

- Information, education and communication (IEC) campaigns are easily and effectively conducted using the App.
- The App has connected people with KRCS via events, trainings, E-Plus ambulance service subscriptions, Boma Hotels and merchandise promotions.

Under the PR event of the year award, the society submitted its Volunteer awards first held in 2013 in line with its Volunteer Recognition and Motivation Scheme. The awards are meant to improve the Volunteer Management Systems recognizing and rewarding members, volunteers, groups, institutions and organizations that have made a special contribution and offered exemplary service to the alleviation of human suffering and volunteering in Kenya.

For further information, please contact:

Noellah N. Musundi, Public Relations & Communications Manager, Kenya Red Cross Society
Mobile: +254- 720-359-696, Email: musundi.noellah@redcross.or.ke

Florence Ogola, Communications Officer, Kenya Red Cross Society
Mobile: +254-715-115-042, Email: florence.ogola@redcross.or.ke

Press Release Number 015