



For Immediate Release:

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AMERIND and the Red Guide Share Vision of Recovery for Indian Country

The Red Guide to Recovery – Native Edition created to assist disaster survivors in tribal communities.

(Santa Ana Pueblo—March 30, 2012) AMERIND Risk Management Corporation, in collaboration with Heritage Publishing & Communications, Ltd. (Publisher of *The Red Guide to Recovery - Resource Handbook for Disaster Survivors*), is pleased to announce *The Red Guide to Recovery: 2012 Native Edition* which is now available as an e-book that can be downloaded from Barnes & Noble or iTunes (coming soon).

“We are honored to have been asked to participate in the creation of ‘The Red Guide to Recovery – Native Edition’. Valuable Resources such as the Red Guide are critical in the success of disaster preparedness in Indian Country, every Tribe should have this in their toolbox.” said Rod Crawley, Chief Operating Officer, AMERIND Risk Management.

“Would you, and your family, be able to recover quickly if your community suddenly experienced a flood, wildfire, or some other disaster? How would the Native government remain operational? Experiencing a disaster can take a devastating toll and, if recovery assistance like this is available, having access to it makes the process quicker and less stressful” says Alec Grandon on behalf of the Tribal Risk and Emergency Management Advisory (TREMA).

Sean Scott, the author of *The Red Guide to Recovery*, says the electronic edition was created so that people who need disaster recovery or preparedness information can access it immediately by simply downloading the Guide onto a variety of mobile devices. “In situations where a hard copy of the Guide is not available, people who have an iPhone, iPad, iTouch, Android, BlackBerry, Nook, PC or other types of electronic tablets or smart devices can now get the disaster recovery information they need in minutes. Traditional printing can take weeks to produce and deliver hard copies and in post-disaster scenarios, timing is critical to educate disaster survivors so they clearly understand what course of action to take and what obstacles to avoid so they don't become disaster victims.”

The Red Guide to Recovery - Native Edition was created to assist disaster survivors in Tribal communities by making available a single source of pertinent, easy to read disaster recovery

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information that will walk them step-by-step through the recovery process while raising awareness of the many pitfalls that may present themselves in post-disaster scenarios. The Guide can be used for pre-disaster recovery training, business continuity or contingency planning, emergency management, and complement individual's disaster preparedness kits. If people understand what is involved in the recovery process before a disaster strikes, they will be far more resilient and better prepared. For more information on The Red Guide to Recovery: Native Edition, visit The Red Guide's interactive, constantly updated website, at www.TheRedGuideToRecovery.com

The Tribal Risk and Emergency Management Advisory's (TREMA) purpose is to gather resources, distribute information, and provide training. Education is a key ingredient in emergency management and disaster preparedness. The goal is to assist Tribes in developing the tools necessary to ensure Native homelands, communities, and people are prepared, protected and able to recover. (www.tremaonline.org)

About AMERIND Risk Management Corporation

AMERIND is a multi-tribal federal corporation. Tribes united to create AMERIND in 1986 to protect themselves, their treasuries and their enrolled members from unforeseen or catastrophic losses.

AMERIND is owned by a vast majority of federally recognized tribes – Keeping our money working in Indian Country rather than profiting non-Indian organizations, is a great example of Tribal Self-Determination & Self-Governance.

AMERIND identifies, creates and manages affordable and sustainable self-insurance programs, products or services that protect housing, government infrastructure, economic enterprises and people within Indian and Alaska Native communities using financially responsible business practices that are culturally sensitive and flexible in meeting customer needs.

AMERIND is headquartered on the Pueblo of Santa Ana while serving nearly 500 federally-recognized tribes located in the State of Alaska and 31 other states.

To learn more about AMERIND Risk Management Corporation, visit us online at:

<http://www.AMERINDRisk.org> or call: 1-800-352-3496.