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**Red Cross Launches ‘Video Connection’ to Allow U.S. Troops
and Families to Send Video Messages During March is Red Cross Month**

***Program with PenTeleData, Service Electric Gives Military Families Opportunity to
Communicate ‘Face-to-Face’***

The American Red Cross of the Greater Lehigh Valley, with support from PenTeleData and Service Electric Cable TV, is giving military families in Lehigh, Northampton and Carbon counties an opportunity to communicate “face-to-face” by creating personal video messages that can be sent free of charge to loved ones serving in the military around the world.

“Our Chapter is proud to help bring this project and the comfort it brings to our troops and their families in this area,” said John Hughes, executive director of the American Red Cross of the Greater Lehigh Valley. “It’s just one more way that Red Cross is enhancing its programs and services offered through its Armed Forces Emergency Services program.”

The idea for the local program came about last October when Major Pam McGaha of the 213th Area Support Group in Allentown, currently serving in Afghanistan, heard of a national Red Cross video e-mail program and contacted the local chapter asking if the program would be available in the Lehigh Valley.

“It broke my heart to tell her that our Chapter wasn’t a candidate for the national program,” said Janice Osborne, director of communications and marketing. “I also knew we couldn’t let it end there. I figured there had to be a way we could do the video program at a grassroots level. So, we sent a proposal to PenTeleData, our Internet service provider, and Service Electric. They jumped at the chance.”

“We are thrilled to help launch Video Connection in the Greater Lehigh Valley,” said Dean Hosier, Director of Marketing, PenTeleData, headquartered in Palmerton. “This program

makes sending a personal video message as easy as possible, and boosts the morale of the troops and their families by bringing them together. Our Integration Service Team thoroughly enjoyed working on this project with our partner, Service Electric Cable TV & Communications, for our friends at the Lehigh Valley chapter of the American Red Cross.”

The program uses a computer equipped with a video camera to record a three-minute video message which is then “attached” to an e-mail message and sent to the serviceman or servicewoman’s personal e-mail account.

Videotaping will be by appointment only between March 16 and April 29 and will take place at the Red Cross office located at 2200 Avenue A, Bethlehem, Pa. You must have an appointment; no walk-ins, please. To set up an appointment, call the Red Cross at (610) 332-1589, Monday through Friday, between 8:30 a.m. and 4:30 p.m.

Following are the program requirements:

- Participants must be immediate family members such as a spouse, parents, children and siblings currently living in Lehigh, Northampton or Carbon counties.
- Military dependents are asked to bring their Uniformed Dependent Military Identification Card identifying the military member.
- Participants must have an e-mail address for the service member.
- There is a maximum of five people per videotape session.

The American Red Cross of the Greater Lehigh Valley makes services available to more than 660,000 residents of Lehigh, Northampton and Carbon counties. Last year the Red Cross provided health and safety education training and emergency relief services to more than 20,000 Greater Lehigh Valley residents. For more information about the American Red Cross of the

Greater Lehigh Valley or volunteer opportunities, call (610) 865-4400 or visit www.redcrosslv.org.

Founded in 1994, **PenTeleData** is Pennsylvania's largest provider of Internet service and data connectivity and remains a family-run organization with its heart based in northeastern Pennsylvania. Offering quality toll-free, unlimited Internet access, data transport and consulting services throughout Pennsylvania and New Jersey, **PenTeleData** draws its resources from a consortium of cable and telephone companies.

Regional telecommunications companies makes up PenTeleData, including Service Electric Cable TV and Communications, Blue Ridge Communications, CATV Service Inc., Ironton Telephone Co., Service Electric Cablevision, Service Electric Cable Company and Service Electric Company.

PenTeleData has engineered one of the largest, privately owned fiber optic networks in the nation. Running on high-speed lines (OC-12, OC-3, DS3, DS1) and OC-12/OC-3 SONET rings, the **PenTeleData** ATM network -- with more than 60 Points of Presence throughout Pennsylvania and New Jersey -- delivers Voice, Video, Data and Internet services through the region. For more information about PenTeleData, please visit us on the web at www.penteledata.net or call us at 800.281.3564.