



March 10, 2021

## **Flexsteel Helps Shine a Light on Eastern Iowa's Everyday Heroes**

Flexsteel is proud to sponsor the American Red Cross 18<sup>th</sup> Annual Everyday Heroes Award Ceremony to be held virtually Thursday, March 11, 2021.

As a company deeply rooted in Iowa, Flexsteel is honored to help the Red Cross share and celebrate stories of eastern Iowans showing extraordinary bravery and compassion in 2020.

"Without question, 2020 was a challenging year. For all of us. We had to pivot to a new normal. But this event promises a glimpse at just how hopeful, courageous and resilient the human spirit can be," said Jerry Dittmer, Flexsteel President and CEO. "We are proud to be part of this uplifting evening, and we are committed to helping the Red Cross continue its ongoing mission of service where the need is greatest."

Funds raised from the event will go to the Red Cross Home Fire Campaign and overall disaster relief efforts. The Home Fire Campaign is designed to prevent injuries and deaths from home fires by raising awareness. Red Cross disaster relief efforts include supplying shelter, food, and relief items, as well as offering critical health and emotional support when disaster strikes.