

From email dated 11/17/17

Hi Chris,

I heard back from Allison Leader with our national American Red Cross office of the general counsel and here is her response:

The medic hat banks are a model of protective use of the Red Cross emblem by the armed forces, not a brand of the American Red Cross. It might be confusing for people and I would suggest that they need to be clear that this is depicting Geneva Convention protective use not a use representing the American Red Cross logo, but as these banks cannot actually be worn as hats as they are banks, I don't see a problem. Again - they should be very clear in the promotion that this is not a model of indicative use of the Red Cross emblem under the Geneva Conventions (that is the right of Red Cross national societies to use the Red Cross emblem in their logos) but a model of protective use of the Red Cross emblem, which is by medics of the armed forces during battle/conflict to mark them as being outside of combat and thus not targets (during conflict, the symbol is allowed to be worn by medics and communicates "don't shoot, I am not a participant in this battle"). In fact, National societies are not allowed under the Geneva Conventions and Movement regulations, to use the Red Cross emblem in large size without the name of the national society. So you just must be clear in promotion that this does not depict the American Red Cross, but military medical protective use of the Geneva Conventions designated emblem.

My interpretation of this is that as long as you are **not** including the "American Red Cross" wording on the item itself and include a short disclaimer perhaps in the packaging or promotion of it, it will be fine. Feel free to edit as needed, but that disclaimer could read something like:

The medic hat banks are a model of protective use of the Red Cross emblem by the armed forces, not a brand of the American Red Cross. The Red Cross logo marks military medics as being outside of combat. The American Red Cross is not affiliated with or benefiting from this fundraiser.

Hope this helps and please let me know if you have any other questions.

Thanks,
Emily

Emily Cox
Regional Communications Director

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