

Rittenhouse Book Distributors Announces Support of American Red Cross

July 10, 2018—Rittenhouse Book Distributors is pleased to announce an initiative in support of the American Red Cross. Through this new initiative, Rittenhouse will greatly expand its offering of emergency preparedness and life-saving training and reference materials to academic, higher education and healthcare markets, while supporting important elements of the mission of the Red Cross. Resources from the Red Cross are currently available for purchase through Rittenhouse.

“As a leading distributor of health sciences resources, Rittenhouse is thrilled to support the American Red Cross,” said Nicole Gallo, Executive Director Sales & Marketing, Rittenhouse Book Distributors. “This initiative enables Rittenhouse to provide the educational resources that healthcare professionals and students need to expand their learning in education and everyday professional practice.”

Health and safety resources from the Red Cross provide organizations and individuals with the training they need to prevent, prepare and respond to emergencies. Several Red Cross resources available through Rittenhouse range from First Aid and Emergency Response to Basic Life Support.

“The American Red Cross has been the leader in emergency and safety training for more than a century,” said Jim Parker, Executive Director of Brand Licensing for the Red Cross. “We are pleased to have this channel for people to obtain our training materials to help them gain the knowledge and skills to act in an emergency and save a life.”

For more information on the Red Cross resources available through Rittenhouse, visit Rittenhouse.com.

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About Rittenhouse Book Distributors

Founded in Philadelphia as a retail medical bookstore in 1946, Rittenhouse Book Distributors, Inc. provides libraries, retailers and other businesses with print and electronic books in the fields of medicine, nursing and allied health. Rittenhouse connects its partners with the information, services and expertise critical to their success. The R2 Digital Library, Rittenhouse’s market-leading eBook database provides customers with access to thousands of essential and specialized titles in an intuitive interface, optimized for use in health sciences. Rittenhouse Book Distributors, Inc. is a privately held firm headquartered in King of Prussia, Pennsylvania. Rittenhouse is an EEP/AAP employer. For more information, visit Rittenhouse.com.