



FOR IMMEDIATE RELEASE

BAPS Care International Helps Tsunami Victims

"It is our appeal to people all over the world to help in this time of crisis and need. In this situation it is our duty to provide humanitarian aid, regardless of community, caste, color, creed or country and other differences." read the message from His Divine Holiness Pramukh Swami Maharaj, the inspirer and leader of BAPS Care International – a 501(c)(3) registered non-profit organization having more than 9000 centers around the world.

In the wake of the devastation that hit India's southeastern coastal areas by huge tidal waves triggered by an 8.9 magnitude earthquake deep beneath the Indian Ocean, BAPS Care International has launched immediate relief efforts in the stricken zone. BAPS Care International volunteers have set up food kitchens to cook and distribute hot food to victims in the towns of Pattikulaakupam, Fulerikadu, Katukupam, Lemelikupam, Terura, and New Kalpakam in the vicinity of Chennai (formerly known as Madras).

With so many left homeless and destitute, there is also an urgent and pressing need for food distribution. To address this BAPS Care International centers in Gujarat were also marshaled into action to prepare 10000 food packets. These food packets have also been flown in and local BAPS Care International organizers are frantically working to have the food packets delivered in an efficient and speedy fashion.

"Based on our relief and rehabilitation experience during the massive Gujarat earthquake and floods in Orissa and West Bengal, we anticipated that in the aftermath of such a tragedy, food supply and distribution would be an extremely important priority" explained BAPS Care International spokesman Nilkanth Patel. "When reports reached us about the havoc wreaked by the tidal waves we really had to mobilize our volunteers in a short time span so that we could effectively launch the relief effort which is so crucial in the immediate aftermath of such a tragedy."

On Sunday, December 26, more than 40 BAPS Centers across North America conducted a special prayer session in the loving memory of the victims and quick recovery of the affected people.

The relief efforts of BAPS Care International in the region are evolving. With so much devastation everywhere, BAPS Care International will continually evaluate how it can effectively tackle the relief effort. To further aid its efforts, BAPS Care International has launched an appeal fund. Donations raised from the appeal fund will be used to provide immediate help to the victims of the tragedy.

To make online donations for BAPS Care International's relief efforts or to know more about its ongoing community services, please visit <http://www.bapscare.org> or contact Shailendra Adroja at (732) 744-9734 or Biren Gandhi (408) 416-7435.