



American  
Red Cross

Joining forces to send an urgent message:  
**Get Prepared, California!**

**FOR IMMEDIATE RELEASE**  
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**Half-Million-Dollar Milestone Reached in Annual *Get Prepared, California!* Auction**

*All proceeds go to American Red Cross disaster-preparedness programs in California*

(SACRAMENTO) To date, \$524,000 has been raised to benefit the American Red Cross through the California Earthquake Authority's *Get Prepared, California!* Auction. During its third year, the Auction raised nearly \$184,000. All Auction proceeds will go to support Red Cross disaster-preparedness programs in California.

"We're so excited that Californians have supported us once again to help us reach this milestone," said American Red Cross Capital Region CEO Kathleen Weis. "Joining forces with CEA is helping to raise awareness about the importance of preparing to survive and recover after the next damaging earthquake."

Proceeds will be presented to Red Cross on-stage during the *Wango Tango* event in Los Angeles this Saturday. *Wango Tango* is an annual, day-long concert that features many marquee performers and draws sell-out crowds.

The online Auction, sponsored by the CEA and managed by Clear Channel Media + Entertainment, ran in April. It featured once-in-a-lifetime items up for bid, alongside earthquake preparedness tips at [GetPreparedCalifornia.org](http://GetPreparedCalifornia.org).

Exclusive items included VIP access to music and sporting events, tickets to talk shows, and personalized video messages from celebrities. One highlight of the Auction was a VIP trip to London to see Justin Timberlake.

"California rocks as a cool place to live, but it rocks with earthquakes, too," said CEA CEO Glenn Pomeroy. "Our work with Red Cross is dedicated to helping Californians get prepared for the next damaging earthquake, which could strike at anytime, anywhere in California."

California has about two-thirds of the nation's earthquake risk, with some 2,000 known faults that crisscross the state. Yet according to a UCLA School of Public Health and Survey Research Center 2010 report, "relatively few [California] households have acted to mitigate losses and reduce injuries" from earthquakes.

To address the preparedness gap, the CEA and the American Red Cross joined forces to help more people prepare to survive and recover from California's next damaging earthquake.

Auction Raises Money for American Red Cross

*Get Prepared, California!*

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### **About the CEA**

The CEA is a publicly managed, privately funded, not-for-profit organization that provides residential earthquake insurance and encourages Californians to reduce their risk of earthquake loss. People choosing CEA insurance get the Strength to Rebuild® after California's next damaging earthquake.

### **About the American Red Cross**

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies nearly half of the nation's blood; teaches lifesaving skills; provides international humanitarian aid; and supports military members and their families. The Red Cross is a charitable organization, not a government agency, and depends on volunteers and the generosity of the American public to perform its mission. For more information, visit [www.redcross.org](http://www.redcross.org) or contact your local chapter.

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