



CEA and Red Cross introduce Traveling Red Table™ to promote ShakeOut™ registration

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(Burbank, Calif.) – The Traveling Red Table™ today opened a statewide tour to promote participation in The Great California ShakeOut™ earthquake drill on October 18 at 10:18 a.m. This symbol and tour was created by the California Earthquake Authority (CEA) and American Red Cross (Red Cross) to highlight the Seven Steps to Earthquake Safety, with emphasis on ShakeOut™ registration to practice the fifth step – how to “Drop, Cover, and Hold On” when the ground shakes.



Many celebrities already have signed the top of the Traveling Red Table™, and have practiced how to drop, cover and hold on beneath it. For more information about future visits for the Traveling Red Table™, and who will be there to sign it, visit www.TravelingRedTable.org.

“Through our joined forces, CEA and Red Cross are committed to helping more Californians prepare to survive and recover from the next damaging earthquake,” said CEA CEO Glenn Pomeroy. “Too many Californians are not yet ready, so we’re introducing the Traveling Red Table tour to encourage everyone to register for the ShakeOut and learn about the Seven Steps to Earthquake Safety.”

CEA and Red Cross were prompted to join forces to help increase earthquake preparedness in California by a UCLA School of Public Health and Survey Research Center study that reported in 2010 that “relatively few (California) households have acted to mitigate losses and reduce injuries” resulting from earthquakes.

“The American Red Cross is working to help people recognize earthquake preparedness as an important responsibility that comes with daily living in California,” said American Red Cross Los Angeles Region CEO Paul Schulz. “People need to do more than cross their fingers and hope earthquake damage doesn’t affect them.”

California is home to about two-thirds of the nation’s earthquake risk, with about 2,000 known faults throughout the state producing approximately 37,000 earthquakes a year, averaging 102 per day. According to a 2008 study, there’s more than a 99 percent probability that Californians will experience one or more magnitude 6.7 or larger earthquakes in the next 30 years, potentially capable of causing extensive damage and loss of life.



About the Traveling Red Table™ visit in Burbank



(From Left) American Red Cross Los Angeles Region-Glendale Chapter CEO Ronald Farina, Clear Channel Media + Entertainment Los Angeles Market President Greg Ashlock, Fox Sports Radio Host Pat O'Brien, California Earthquake Authority CEO Glenn Pomeroy and Chief Communications Officer Chris Nance

The Traveling Red Table™ kicked-off a statewide tour at the Clear Channel Live Performance Studio in Burbank on Sept. 12, 2012 to promote registration in The Great California ShakeOut™ earthquake drill, which is scheduled to occur on October 18, 2012 at 10:18 a.m.

“Today is an important day at Clear Channel as we set out to help prepare Californians to survive and recover from our next major earthquake,” said Clear Channel + Entertainment Los Angeles Market President Greg Ashlock. “Each of our eight Clear Channel Los Angeles radio stations is proud to join American Red Cross and CEA in support of the Great California ShakeOut™.”

Many Clear Channel Radio Los Angeles disc jockeys were on site to participate in the kick-off, sign the table, and practice how to Drop, Cover, and Hold On when the ground shakes.

About CEA

The California Earthquake Authority is a publicly managed, largely privately funded not-for-profit organization that provides catastrophic residential earthquake insurance and encourages Californians to reduce their risk of earthquake loss. Its Governing Board consists of California’s governor, insurance commissioner and state treasurer as voting members; and the chair of the state Senate Rules Committee and the speaker of the state Assembly as non-voting members. For more information, visit www.EarthquakeAuthority.com.

About 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 or contact your local chapter.