



American
Red Cross

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

FOR IMMEDIATE RELEASE

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American Red Cross

2015 *Get Prepared, California!* AuctionSM Is Most Successful Yet

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

(SACRAMENTO) The California Earthquake Authority's *Get Prepared, California!* AuctionSM raised a *record-setting* \$190,000 this year to support American Red Cross disaster-preparedness programs in California. Over the past four years the auction has raised \$715,000, all to benefit the Red Cross.

The online auction in April was sponsored by the CEA and managed by iHeartMedia. It featured once-in-a-lifetime items up for bid, alongside earthquake-preparedness tips at GetPreparedCalifornia.org.

"Last August, the Napa earthquake reminded us that earthquakes strike suddenly and unpredictably. And just two weeks ago on the other side of the world in Nepal, we saw that huge quakes can create unimaginable destruction and immense human tragedy," said CEA CEO Glenn Pomeroy. "Our work with the American Red Cross is dedicated to helping Californians prepare for and recover from the next damaging earthquake."

Auction proceeds will be presented onstage to the Red Cross during the *Wango Tango* event in Los Angeles this Saturday. *Wango Tango* is an annual, day-long concert that draws sell-out crowds to watch and listen to numerous marquee performers.

Exclusive auction items included a new 2015 Chevy Camaro and a race-track driving experience in a 500-horsepower Sprint Cup NASCAR stock car, VIP access to music events, a trip to London's famous Wembley Stadium to see an NFL game, a sky-high tour in the Goodyear blimp and a VIP backstage visit to the Days of Our Lives soap opera.

"The mission of the American Red Cross is to be there in times of need. We're thankful that Californians have helped raise money to help us fulfill that mission when disaster strikes in California," said Kathleen Weis, CEO American Red Cross Gold Country Region. "We're proud to join forces with CEA to raise awareness about earthquake preparedness."

More than 70 percent of the state's population resides within 30 miles of a fault where high ground shaking could occur in the next 50 years. 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.

Auction Raises Money for American Red Cross

Get Prepared, California!

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

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 or contact your local chapter.

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