



IMMEDIATE RELEASE
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**iHeartMedia's All-Star Auction, Sponsored by California Earthquake Authority,
Benefits American Red Cross**

Winning bids on exclusive items fund disaster preparedness in California

(SACRAMENTO) The fifth annual star-studded *Get Prepared, California!* AuctionSM, which promotes earthquake preparedness and supports the American Red Cross, is now open.

This year's auction offers many once-in-a-lifetime items for bidding, including several Dodgers packages, a ride on the Goodyear Blimp, and a Chevy Silverado filled with earthquake preparedness supplies. Multiple music events are also offered, such as a VIP trip to Miami to hang with DJ Khaled, concert tickets and a selfie with Selena Gomez, and concert tickets and meet-and-greets with various artists including Nick Jonas, Brad Paisley, and Demi Lovato.

For the full list of items, visit GetPreparedCalifornia.org.

The auction—now in its fifth year—is a collaboration between the California Earthquake Authority and iHeartMedia's 57 California radio stations, which coordinate the auction and promote the event on-air, and runs April 1 through May 2, 2016.

"Earthquake risk in California is real, and the annual auction is a great opportunity for Red Cross and CEA to come together and emphasize the need for earthquake preparedness," said Glenn Pomeroy, CEO of CEA. "No matter where you live in California, it's important to protect your family and your finances before the next one strikes."

During the past four years, the auction has raised more than \$715,000. All proceeds of the auction help support 32 chapters of the American Red Cross in communities throughout California. The American Red Cross has more than 27,000 volunteers in the Golden State, who provide disaster relief to affected families and teach disaster-preparedness training to more than 1.3 million Californians.

"We are excited to join forces with CEA for the fifth year to help educate residents on earthquake resiliency," said Gary Strong, CEO of the American Red Cross Gold Country Region. "Earthquake preparedness should be part of daily life in California, and the auction allows the American Red Cross to increase its community-preparedness efforts."

Most Californians live within 30 miles of an active fault. Yet, according to a UCLA School of Public Health and Survey Research Center report in 2010, "relatively few [California] households have acted to mitigate losses and reduce injuries" from earthquakes.

To address the preparedness gap, CEA and the American Red Cross joined forces to help more people prepare to survive and recover from California's next damaging earthquake. The joined forces program also supports the Great California ShakeOut™, which occurs every October, and has a preparedness team that travels the state to spread the word on earthquake safety.

About the CEA

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 damage and loss. CEA policies now offer more coverage choices and deductible options, so getting covered is more affordable than ever before. Learn more at EarthquakeAuthority.com.

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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