



IMMEDIATE RELEASE
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iHeartMedia's 2016 *Get Prepared, California!* Auction, Sponsored by California Earthquake Authority, Raises More Than \$174,000 for American Red Cross

Proceeds to be presented during KIIS-FM's Wango Tango event in Los Angeles this Saturday

(SACRAMENTO) The annual *Get Prepared, California!* AuctionSM to support American Red Cross disaster-preparedness programs in California — a collaboration between the [California Earthquake Authority](#) (CEA) and [iHeartMedia](#) — raised more than \$174,000, which brings the total amount raised by the auction in the past five years to nearly \$890,000.

The online auction ran from April 1 to May 2 and was promoted by iHeartMedia's 57 California radio stations. It featured once-in-a-lifetime items up for bid, alongside earthquake-preparedness tips at [GetPreparedCalifornia.org](#).

“Supporting the American Red Cross is one way we can help Californians prepare to recover from damaging earthquakes,” said Glenn Pomeroy, CEO of CEA. “Earthquakes can cause widespread damage, and we must do all we can to help people be prepared.”

Most Californians live within 30 miles of an active fault. Yet, according to a 2010 UCLA School of Public Health and Survey Research Center report, "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 have joined forces to help more people prepare to survive and recover from a damaging earthquake.

Auction proceeds to benefit 32 American Red Cross chapters in California communities will be presented to the Red Cross onstage during KIIS-FM's Wango Tango event in Los Angeles this Saturday. KIIS-FM's Wango Tango is an annual, day-long concert that draws sell-out crowds to see numerous marquee performers.

“We've had an exciting partnership with the California Earthquake Authority for the past five years,” said Gary Strong, CEO of the American Red Cross Gold Country Region. “Together

we're increasing community preparedness in a dynamic way so we can all be ready when the next earthquake strikes.”

Exclusive auction items included a ride aboard the Goodyear Blimp; a Chevy Silverado filled with earthquake-preparedness supplies; and multiple music packages such as a VIP trip to Miami to hang out with DJ Khaled, a selfie with Selena Gomez, and meet-and-greets with Nick Jonas, Brad Paisley and Demi Lovato.

About CEA

CEA is a not-for-profit, privately funded, publicly managed 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 damaging earthquakes. 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 about 40 percent of the nation's blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit redcross.org or cruzrojaamericana.org, or visit us on Twitter at @RedCross.

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