



**American
Red Cross**

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**California Earthquake Authority and American Red Cross
Join Forces to Get Californians Prepared with Support of Online Auction**

SACRAMENTO, Calif. – The California Earthquake Authority (CEA) and the American Red Cross have joined forces to help more people prepare to survive and recover from California's next damaging earthquake, and to support a unique online auction that benefits local Red Cross preparedness and response programs.

April 4th marks the opening of this new statewide auction to support the American Red Cross – managed by Clear Channel Media + Entertainment, and promoted through the CEA's earthquake preparedness campaign. From April 4 through April 27, Californians will have an opportunity to bid on 28 unique auction items including a Paris flyaway to see Coldplay, and a celebrity-escorted visit to Six Flags Magic Mountain. Every dollar donated through the auction will support American Red Cross preparedness and response programs in California. Auction details are available at www.GetPreparedCalifornia.org.

“Working with Red Cross to join forces has been exciting, said CEA CEO Glenn Pomeroy. “We all know the Red Cross for its compassionate outreach in our own communities. By adding this new auction to CEA's statewide media campaign, we hope to motivate more Californians to make earthquake preparedness a priority.”

To accomplish this goal, expertise from the American Red Cross on preparing a kit, making a family disaster plan, and being informed, has been combined with CEA's residential-insurance expertise and loss-mitigation knowledge to promote a comprehensive preparedness plan for California residents.

This joint preparedness effort by the CEA and the Red Cross was partially prompted 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.

California has about two-thirds of the nation's earthquake risk. Some 2,000 known faults crisscross the state, producing an average of 102 earthquakes a day – more than 37,000 a year.

According to the *2010 State of California Multi-Hazard Mitigation Plan*, strong earthquakes of Magnitude 6 to 6.9 strike California an average of once every two to three years. An earthquake this size can cause major damage if the epicenter is near a densely populated area. The 1994 Northridge earthquake (magnitude 6.7) caused more than \$40 billion in disaster losses, 57 deaths, and 11,846 injuries.

“Working with the CEA to help more people learn how to take care of their families and neighbors will make our communities more resilient to damaging earthquakes,” said American Red Cross Bay Area Chapter CEO Harold Brooks. “The Red Cross is eager to work with the CEA to further promote a culture of earthquake preparedness through education campaigns to motivate more residents to ready themselves for disasters.”

About the CEA

With nearly \$10 billion in claim-paying power, combined with the service expertise provided by the CEA's 17 participating insurance companies, the CEA could cover all of its claims if the 1906 San Francisco, 1989 Loma Prieta, and 1994 Northridge earthquakes all reoccurred today. Just 12 percent of California's homeowners with fire insurance, however, also have a separate earthquake insurance policy. Visit www.EarthquakeAuthority.com for more information about the California Earthquake Authority.

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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Background Information – April 2012
Alliance to Promote Earthquake Preparedness

California’s earthquake preparedness problem:

- ✓ Earthquakes strike suddenly, without warning. They can occur at any time, and in any season of the year.
- ✓ California has two-thirds of the nation’s earthquake risk. Some 2,000 known faults crisscross the state, producing an average of 102 earthquakes a day – more than 37,000 a year.
- ✓ According to the *2010 State of California Multi-Hazard Mitigation Plan*, strong earthquakes of Magnitude 6 to 6.9 strike California an average of once every two to three years. An earthquake this size can cause major damage if the epicenter is near a densely populated area. The 1994 Northridge earthquake (Magnitude 6.7), for example, caused more than \$40 billion of disaster losses, 57 deaths, and 11,846 injuries. (See chart on next page for more details)
- ✓ Yet *The Study of Household Preparedness: Preparing for California Earthquakes* completed in 2010 by the UCLA School of Public Health and Survey Research Center reported that “relatively few (California) households have acted to mitigate losses and reduce injuries” from earthquakes.

Part of California’s earthquake preparedness solution:

- ✓ California Earthquake Authority (CEA) and the American Red Cross have joined forces to help more people prepare to survive and recover from California’s next damaging earthquake by combining American Red Cross expertise on preparing a kit, making a family disaster plan, and being informed, with the CEA’s residential-insurance expertise and loss-mitigation knowledge (securing contents / retrofitting structures).

Prepare to survive and recover from California’s next damaging earthquake:

- ✓ ***Get a kit:*** Keep basic supplies in an easy-to-carry emergency preparedness kit that you can use at home or take with you in case you must evacuate.
- ✓ ***Make a plan:*** Identify out-of-area emergency contacts. Decide where to reunite with loved ones after a disaster in case phone lines are down. Write your plan on an emergency contact card and store in your phone along with important numbers for emergency resources in your area.
- ✓ ***Be informed:*** Discuss how to prepare and safely respond to emergencies that are most likely to happen where you live, work and play. Learn how notification systems in your area will work.
- ✓ ***Consider earthquake insurance:*** Most residential insurance policies do not cover earthquake damage – a separate earthquake policy is required. Without earthquake insurance to help cover the costs of repairs and other expenses that come with catastrophic damage, you will pay out-of-pocket to fix your home, to replace your personal property, and to live and eat elsewhere.
- ✓ ***Secure your home’s structure and contents:*** Make sure your home is securely anchored to its foundation. Bolt and brace water heaters, gas appliances, bookcases, china cabinets and other tall furniture to wall studs. Hang heavy items such as pictures and mirrors, away from beds, couches, and anywhere people sleep or sit. Brace overhead light fixtures. Install strong latches or bolts on cabinets – store heavy items closest to floor.
- ✓ ***Practice how to drop, cover and hold on:*** During an earthquake, know how to drop to the ground, take cover under sturdy furniture, and hold on to that furniture until after the shaking stops. (www.ShakeOut.org)

About the Alliance to promote Earthquake Preparedness:

- ✓ California Earthquake Authority is a publicly managed, privately funded organization that provides catastrophic residential earthquake insurance and encourages Californians to reduce their risk of earthquake loss. It is governed by a board that consists of California's Governor, State Treasurer, and Insurance Commissioner. It is committed to getting more Californians financially protected against damaging earthquakes through education, mitigation and insurance. (www.EarthquakeAuthority.com)

- ✓ American Red Cross provides relief to people affected by disasters and empowers individuals and communities to prevent, prepare for and respond to emergencies. By helping people learn how to take care of their families and neighbors, it helps to make communities more resilient to disasters large and small. The Red Cross does this by fostering a volunteer network, and by forming partnerships with government entities, community organizations and businesses. (www.RedCross.org)

About recent damaging earthquakes in California:

Earthquake	Date	Magnitude	Direct Losses	Deaths	Injuries
San Fernando	02/09/1971	6.6	\$2.2 billion	58	2,000
Imperial Valley	10/15/1979	6.5	\$70 million	0	91
Coalinga	05/02/1983	6.4	\$18 million	1	47
Whittier Narrows	10/01/1987	6.0	\$522 million	9	200+
Loma Prieta	10/17/1989	6.9	\$10 billion	63	3,757
Cape Mendocino	04/25/1992	7.0	\$80 million	0	356
Landers/Big Bear	06/28/1992	7.3	\$120 million	1	402
Northridge	01/17/1994	6.7	\$46 billion	57	11,846
Hector Mine	10/16/1999	7.1	Minor	0	11
San Simeon	12/22/2003	6.5	\$263 million	2	46

**Source: 2010 State of California Multi-Hazard Mitigation Plan / Pages 133- 134 (print) or 159-160 (digital)*

- ✓ Earthquakes large enough to cause moderate damage to structures – those of Magnitude 5.5 or larger – occur in California three to four times a year.

- ✓ Strong earthquakes of Magnitude 6 to 6.9 strike in California an average of every two to three years.

- ✓ Major earthquakes of Magnitude of 7 to 7.9 occur in California once every 10 years.

- ✓ Two recent major earthquakes, the 1992 Landers earthquake (Magnitude 7.3) and the 1999 Hector Mine earthquake (Magnitude 7.1) caused extensive surface fault rupture but relatively little damage because they occurred in lightly populated areas of the Mojave Desert. In contrast, earthquakes of smaller magnitude but in densely populated areas, such as the 1989 Loma Prieta earthquake (Magnitude 6.9), have caused extensive damage over large areas.

- ✓ A major earthquake near one of California’s urban centers could cause unprecedented losses.