



American
Red Cross

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

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***Get Prepared, California!* annual auction raises \$176K to benefit American Red Cross**

More than \$1.2 million raised to date for disaster-preparedness and relief efforts in California

(SACRAMENTO) The seventh annual *Get Prepared, California!* Auction—sponsored by the California Earthquake Authority (CEA) and coordinated by iHeartMedia—has raised \$175,978. Over the years, the auctions have raised a total of approximately \$1,230,000 for disaster-preparedness and relief efforts in California.

Open for bidding April 2 through April 30, the 2018 *Get Prepared, California!* Auction featured many remarkable experiences, including:

- Meet-and-greets with Maroon 5, Mario Lopez and The Weeknd.
- Unique fan experiences at Los Angeles Dodgers, Clippers and Chargers games.
- A ride on the Goodyear Blimp.
- A new Kia Optima, which was delivered by radio, film and TV personality Big Boy.

“CEA is proud to join forces with the American Red Cross to help more Californians prepare to survive and recover from California’s next big earthquake,” said CEA CEO Glenn Pomeroy. “It could happen today, and we’re working together to help more people get ready.”

The 2018 *Get Prepared, California!* Auction was promoted statewide on 58 iHeartMedia radio stations, and the total proceeds were announced through a check presentation to the American Red Cross on stage during iHeartMedia’s KIIS FM Wango Tango by AT&T concert in Los Angeles on June 2.

“The Red Cross is extremely grateful and values the partnership we have with CEA and iHeartMedia and for all their efforts to put this auction together to raise donations for disaster relief,” said Jarrett Barrios, CEO Red Cross Los Angeles Region. “These funds will go a long way in providing valuable resources and support disasters throughout California.”

Since 2012, auction proceeds have helped to support 32 American Red Cross chapters throughout California. Funding so far has been enough to distribute 200,000 blankets at emergency shelters, 100,000 hot meals in communities, or 400,000 “comfort kits” that provide toiletries and personal items people may need after a disaster.

Most Californians live within 30 miles of an active fault. Scientists say there is more than a 99 percent chance that a magnitude-6.7 or greater quake will strike California within the next 30 years.

To learn more about the auction and steps Californians can take to get prepared for the next damaging earthquake, visit GetPreparedCalifornia.org.

About CEA

The California Earthquake Authority (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. 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 American 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.

Images from iHeartMedia's KIIS FM Wango Tango by AT&T



Offstage, before the check presentation, California Earthquake Authority and American Red Cross crews were greeted by famous KIIS FM morning radio show host Ryan Seacrest. From Left: Bella Schneider; Kellie Schneider, California Earthquake Authority; Ryan Seacrest, KIIS FM; Pamela Diaz, California Earthquake Authority; Jon Myers, American Red Cross Los Angeles Region.



Following a 5 Seconds of Summer performance, in front of a sold-out crowd at iHeartMedia's KIIS-FM Wango Tango by AT&T in Los Angeles, the California Earthquake Authority and iHeartMedia presented a check to the American Red Cross for \$175,978, bringing the seven-year total raised by the Get Prepared, California! Auction to approximately \$1,230,000. From left to right: Jon Myers, American Red Cross Los Angeles Region; Pamela Diaz, California Earthquake Authority; Bella Schneider; Kellie Schneider, California Earthquake Authority; and Jesse Lozano, KIIS FM.

For a higher-resolution version of these images, please contact Pamela Diaz at pdiaz@calquake.com.

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