



American  
Red Cross

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

**IMMEDIATE RELEASE**  
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### **Annual *Get Prepared, California!* Auction opens April 2**

*Auction is sponsored by the California Earthquake Authority and coordinated by iHeartMedia to benefit American Red Cross disaster-preparedness and relief efforts in California*

(SACRAMENTO) The annual *Get Prepared, California!* Auction, sponsored by the California Earthquake Authority (CEA) and coordinated by iHeartMedia, opened bidding today for dozens of one-of-a-kind concert, travel, sports and entertainment experiences. Auction proceeds benefit American Red Cross natural-disaster-preparedness and relief efforts in California.

The auction is open until April 30 and will be promoted by 58 iHeartMedia radio stations in California through their on-air, digital and social media platforms. Thirty-two American Red Cross chapters in California will share the benefits.

Highlights of this year's auction include:

- A brand-new Kia Optima delivered by radio, film and TV personality Big Boy.
- An invite to a private, after-hours party at a California Disney Theme Park.
- Musical meet-and-greets with Imagine Dragons, Maroon 5, Niall Horan, and Train.
- TV experiences, such as a private performance by Kelly Clarkson with a chance to see a taping of "The Voice."
- Unique experiences at Los Angeles Dodgers, Clippers and Chargers games.
- A trip for two to see an NFL game in London.
- A ride on the Goodyear Blimp.

"We really enjoy working with the American Red Cross and iHeartMedia to promote participation in this annual auction," said CEA CEO Glenn Pomeroy. "California is earthquake country—scientists say a damaging earthquake could happen at any time. We hope this auction will help shine the spotlight on the steps we can take now to survive and recover when the next big earthquake hits."

Thousands of known faults crisscross California—and more than 500 are considered active and dangerous—which is why CEA and the American Red Cross have joined forces to help more people prepare to survive and recover from California’s next damaging earthquake.

Last year’s auction [raised more than \\$171,000](#), bringing total auction proceeds since 2012 to more than \$1,060,000—enough for the American Red Cross to distribute 200,000 blankets at shelters, distribute 100,000 hot meals in communities, or provide 400,000 “comfort kits” full of toiletries and personal items people might need following a natural disaster.

The American Red Cross has more than 27,000 volunteers in California who provide disaster-relief support and teach disaster-preparedness training.

“Once again, we are excited to have such great partners as the California Earthquake Authority and iHeartMedia to help spread the message about being prepared and what it means to be resilient and help support the Red Cross mission. The funds raised in this auction go a long way in providing the resources needed to support our disaster-relief efforts and assisting our communities as they prepare for disasters,” said Jarrett Barrios, CEO of the American Red Cross Los Angeles Region.

Proceeds from this year’s auction will be presented to the American Red Cross in June at KIIS FM’s Wango Tango by AT&T concert in Los Angeles.

To bid on auction items, and to learn more about earthquake preparedness—such as how to prepare before, survive during and recover after an earthquake by following the Seven Steps to Earthquake Safety—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.

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