



American
Red Cross

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

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**California Earthquake Authority-sponsored auction, coordinated by iHeartMedia,
opens today to raise funds for the American Red Cross in California**

This year's auction is expected to increase the total raised to more than \$1 million

(SACRAMENTO) For the sixth year, the California Earthquake Authority (CEA) and iHeartMedia are collaborating on a star-studded auction to raise money for American Red Cross disaster-preparedness and relief efforts in California. The 2017 *Get Prepared, California!* Auction opened today and offers concert and sports packages, celebrity meet-and-greets and other once-in-a-lifetime items up for bid.

Proceeds of this auction have benefited 32 American Red Cross chapters in California communities over the years. Last year's auction raised more than \$174,000. And this year's proceeds could increase the total amount raised to more than \$1 million—enough for the Red Cross to distribute 200,000 blankets at shelters, distribute 100,000 hot meals at shelters or through mobile feeding vehicles in communities affected by earthquakes, or buy 400,000 “comfort kits” full of toiletries and personal items to help people in the aftermath of a disaster.

Highlights of this year's auction include:

- A Chevy Colorado filled with earthquake supplies.
- An invite to a private after-hours party at a California Disney Theme Park.
- Upfront tickets to see a sold-out Bruno Mars show in Las Vegas, with a two-night stay.
- Opportunities to meet musical acts and celebrities, like Muse, Mario Lopez, Ricky Martin, Shawn Mendes, and Weezer.
- Rose Bowl tickets and an autographed guitar from Green Day.
- Billboard Music Awards tickets and after-party access.
- Multiple Los Angeles Dodgers experiences, such as a chance to throw the first pitch.
- A trip for two to see an NFL game in London, with a five-night stay.
- A ride on the Goodyear Blimp.

“This auction is such a great opportunity to promote the importance of earthquake preparedness across our state and to join forces with the American Red Cross to help Californians take the steps they need to be prepared,” said CEA CEO Glenn Pomeroy.

Scientists say there's more than a 99-percent chance of a magnitude-6.7 earthquake occurring in California in the next 30 years, yet many people are not prepared to survive and recover from a damaging quake. CEA and the Red Cross are working together to address the preparedness gap and help more Californians prepare for risks in earthquake country. The Red Cross has more than 27,000 volunteers in California who provide disaster-relief support and teach disaster-preparedness trainings.

“We are thrilled to partner once again with the California Earthquake Authority and iHeartMedia in support of the Red Cross mission. Reaching the \$1 million mark will go a long way in providing the resources needed to support our disaster-relief efforts and assisting those in need,” said Jarrett Barrios, CEO of the American Red Cross Los Angeles Region.

The *Get Prepared, California!* Auction runs through April 30 and will be promoted by iHeartMedia's 57 radio stations in California. Proceeds will be presented to the Red Cross in May at KIIS-FM's Wango Tango concert event in Los Angeles.

To view auction items, bid and learn about earthquake preparedness, 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 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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