



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

**IMMEDIATE RELEASE**  
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**Annual *Get Prepared, California!* Auction is now open**

*Every dollar raised will benefit American Red Cross  
disaster-preparedness and relief efforts in California*

(SACRAMENTO) Bidding for the annual *Get Prepared, California!* Auction has begun. Sponsored by the California Earthquake Authority (CEA) and coordinated by iHeartMedia, the auction offers one-of-a-kind concert, travel, sports and entertainment experiences.

Open until April 30, the auction is being promoted by 58 iHeartMedia radio stations in California through their on-air, digital and social media platforms. Auction proceeds benefit American Red Cross natural-disaster-preparedness and relief efforts in California.

This year's auction items include:

- 2019 Chevy Silverado.
- New Kids on the Block and Salt-N-Pepa meet-and-greet in Anaheim.
- Scenic tour on the Goodyear Blimp.
- Tickets to see the Rolling Stones at the Rose Bowl in Pasadena.
- Colin Cowherd meet-and-greet at the 20th Century Fox Studios.

“Working with iHeartMedia and American Red Cross to promote the annual *Get Prepared, California!* Auction will help generate important awareness about the need to prepare for California’s next big earthquake,” said CEA CEO Glenn Pomeroy. “CEA’s annual auction to benefit American Red Cross also helps to generate resources for those Californians who may not have anywhere to go after the next damaging earthquake strikes.”

Last year’s auction raised more than \$176,000, bringing total auction proceeds since 2012 to more than \$1,230,000—enough for the American Red Cross to distribute more than 200,000 blankets at shelters, distribute more than 100,000 hot meals in communities, or provide more than 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.

“We are excited to have such great partners as the California Earthquake Authority and iHeartMedia to help promote preparedness and resiliency across California and support the Red Cross mission,” said Jarrett Barrios, CEO of the American Red Cross Los Angeles Region. “The funds raised in this auction will go a long way in providing the resources needed to support future disaster relief efforts and assist our communities as they prepare for disasters.”

Proceeds from this year’s auction will be presented to the American Red Cross at KIIS FM’s Wango Tango in Los Angeles on June 1.

To bid on auction items and learn how to prepare to survive and recover from the next damaging earthquake, go to [GetPreparedCalifornia.org](http://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](http://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](http://redcross.org) or [cruzrojaamericana.org](http://cruzrojaamericana.org), or visit us on Twitter at [@RedCross](https://twitter.com/RedCross).

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