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California Earthquake Authority & Red Cross “Get Prepared, California!” Campaign Receives National Recognition

SACRAMENTO, Calif. – PR News Corporate Social Responsibility (CSR) Awards gave national recognition to the California Earthquake Authority (CEA) and American Red Cross (Red Cross) for their “Get Prepared, California!” campaign.

PR News CSR Awards honor those who have set the standard of excellence across all aspects of social responsibility. The CEA and Red Cross Joined Forces campaign received an Honorable Mention and was one of four finalists for the Nonprofit/Corporate Partnership category that included Toshiba America, Toyota Financial Services, and Edelman/Unilever.

“We are honored to be recognized for a campaign that motivates Californians to protect their loved ones and learn how to recover from California’s next damaging earthquake,” said Glenn Pomeroy, CEA’s chief executive officer. “This recognition strengthens our commitment to work with the Red Cross on delivering a shared preparedness message to households throughout California.”

The “Get Prepared, California!” campaign heightened consumer awareness of earthquake preparedness actions by delivering this message—“Prepare to survive and recover so you can get back to normal after California’s next damaging earthquake.” More than 158 million impressions were delivered through statewide television and radio ads, direct-mail and Earthquake Preparedness Starter Kits.

The message was promoted through the “Get Prepared, California!” Online Auction at www.GetPreparedCalifornia.org during Earthquake Preparedness Month (April 2012), which raised more than \$180,000 to benefit Red Cross preparedness and disaster response programs in California.

The CEA and Red Cross campaign also launched the [Traveling Red Table™](#) tour to promote registration for The Great California ShakeOut™ annual earthquake preparedness drill (October 2012) and to highlight the [Seven Steps to Earthquake Safety](#).

“Red Cross chapters throughout California thank PR News for honoring our combined efforts,” said American Red Cross State Preparedness Officer Patricia Peper. “The Red Cross is eager to continue working with the CEA to further promote a culture of earthquake preparedness through education campaigns that motivate more residents to ready themselves for disasters.”

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About the CEA

If a home suffers catastrophic earthquake damage, the CEA can provide The Strength to Rebuild®. With more than \$10 billion in claim-paying power, combined with the service expertise provided by the CEA’s 19 participating insurance companies, the CEA could cover all of its claims if the 1906 San Francisco, 1989 Loma Prieta, or 1994 Northridge earthquakes reoccurred today. 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 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 or join our blog at <http://blog.redcross.org>.