



IMMEDIATE RELEASE
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Fourth Annual Star-Studded Auction to Support American Red Cross
Winning bids on exclusive items fund California disaster preparedness

(SACRAMENTO) Opening today is the fourth annual star-studded *Get Prepared, California!* AuctionSM to promote earthquake preparedness and support the American Red Cross.

The online auction runs through April 30, and is sponsored by the California Earthquake Authority (CEA) and managed by iHeartMedia.

This year's auction offers many once-in-a-lifetime items for bidding, including a new Chevy Camaro with a NASCAR race experience, an opportunity to see an NFL game of choice in London—plus airfare and hotel—and a Disney Opening Moment, which includes tickets to a private holiday party at Disneyland. For the full list of items, visit GetPreparedCalifornia.org.

“The yearly auction is a great opportunity for Red Cross and CEA to join forces in emphasizing the need for earthquake-preparedness throughout California,” CEA CEO Glenn Pomeroy said. “Last year’s Napa earthquake reminds us how important it is to protect your family and your finances before the next damaging earthquake strikes.”

All proceeds of the auction will help support the American Red Cross, its 32 chapters in communities throughout California, and its more than 27,000 volunteers, who provide disaster relief to affected families and disaster-preparedness training to more than 1.3 million Californians.

“The auction helps inform Californians that earthquake preparedness should be part of our daily lives,” said American Red Cross CEO Kathleen Weis. “Joining forces with CEA will allow the American Red Cross to increase its community-preparedness efforts in 2015.”

The auction is now in its fourth year. The first three statewide auction events together raised more than \$520,000.

California has two-thirds of the nation’s earthquake risk. Yet, according to a UCLA School of Public Health and Survey Research Center report in 2010, “relatively few [California] households have acted to mitigate losses and reduce injuries” from earthquakes.

To address the preparedness gap, the CEA and the American Red Cross joined forces to help more people prepare to survive and recover from California's next damaging earthquake. The joined forces program also supports the Great California ShakeOut, which occurs every October, and has a preparedness team that travels the state to spread the word on earthquake safety.

About the CEA

The CEA is a publicly managed, privately funded organization that provides catastrophe residential earthquake insurance and encourages Californians to reduce their risk of earthquake loss. People choosing CEA insurance get peace-of-mind from knowing they can afford to repair, rebuild, or replace their covered property that may be damaged by the next catastrophic earthquake. 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 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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