



**American
Red Cross**

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Media Contacts:

California Earthquake Authority
D'Anne Ousley
(916) 325-3845
ousleyd@calquake.com

American Red Cross
Cynthia Shaw
(408) 666-6857
Cynthia.Shaw@redcross.org

**Get Prepared California Online Auction Raises More Than \$180,000
for American Red Cross Disaster Readiness and Relief Efforts in California**

SACRAMENTO, Calif. – Just two months after joining forces to increase earthquake preparedness in California, the alliance between the California Earthquake Authority (CEA) and the American Red Cross (Red Cross) already is exceeding expectations. The alliance's statewide online auction in April raised \$180,000 for Red Cross preparedness efforts and response programs in California.

Auction proceeds will be presented through a check to Red Cross during the popular *Wango Tango* event in Los Angeles this Saturday, May 12. *Wango Tango* is an annual day-long concert that features several performers and draws sellout crowds.

"This first-time statewide online auction attracted more interest than we imagined possible," said American Red Cross Los Angeles Region Chapter CEO Paul Schulz. "In addition to raising over \$180,000, the auction and the CEA and Red Cross alliance helped Californians learn how to prepare to survive and recover from California's next damaging earthquake."

The auction, which concluded on April 27, 2012, included a new car; expense-paid trips to meet and attend concerts for award winning country singer Taylor Swift in Ottawa (Canada), Celine Dion in Las Vegas, Coldplay in Paris, teen heartthrobs One Direction in Los Angeles; as well as a celebrity-escorted visit to Six Flags Magic Mountain.

The CEA teamed up with its media partners statewide to promote the auction and earthquake preparedness through television, radio and online.

"We look forward to our ongoing work with Red Cross to help more people get ready for earthquakes," said CEA CEO Glenn Pomeroy. "We encourage all Californians to prepare their families with emergency kits, family disaster plans, being informed, and earthquake insurance, so they will be able to get back to normal after the next damaging earthquake strikes."

About the CEA

With nearly \$10 billion in claim-paying power, combined with the service expertise provided by its 19 participating insurance companies, the CEA could cover all of its claims if the 1906 San Francisco, 1989 Loma Prieta, or 1994 Northridge earthquake reoccurred today. Just 12 percent of California's homeowners with fire insurance, however, also have a separate earthquake insurance policy. 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 about the American Red Cross visit www.redcross.org or contact your local chapter.

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