

American Red Cross and Farmers Insurance To Offer One of the Biggest Citizens CPR Trainings in Downtown Los Angeles

City Officials, Media, and Public are Invited to Participate in PrepareSoCal Disaster Preparedness Event

LOS ANGELES, Feb. 25, 2013 /PRNewswire/ -- The American Red Cross and Farmers Insurance are inviting the public to Grand Park in downtown Los Angeles to join city officials and media to help set a new record for the biggest Citizens CPR training ever held in the city of Los Angeles.

(Logo: <http://photos.prnewswire.com/prnh/20080605/LATH062>)

Who: Public, city officials and media will be trained by American Red Cross instructors to perform hands-only CPR on special manikins as part of PrepareSoCal campaign. A proclamation will recognize the start of Red Cross Month.

Herb Wesson,
Tom LaBonge,
Eric Garcetti,
Paul Schulz,
Todd Brooks,

City Council President
City Councilman
City Councilman
CEO, American Red Cross, Los Angeles
Farmers Head of Distribution, Central Zone

When: March 1, 2013
11:00 a.m. – 2:00 p.m. (full event)
12:00 p.m. – 12:30 p.m. (Citizens CPR)

Where: Grand Park across street from City Hall
200 N. Spring St., Los Angeles

"It is the mission of PrepareSoCal to prepare residents of Southern California to plan for, survive and recover from a major disaster. Citizens CPR is a skill that can save a life – yours, a family member, a neighbor or a stranger. Together with Farmers Insurance, we are pleased to offer this Citizens CPR training to as many people as possible," said Paul Schulz, CEO of the American Red Cross Los Angeles Region.

"We invite everyone to take a tour of the Farmers Insurance Mobile Claims Center, one of three that is deployed to a disaster at a moment's notice," said Todd Brooks, Farmers Head of Distribution, Central Zone. "It is equipped with state-of-the-art satellite communications, claims service equipment, supplies and food to help customers and non-customers alike at disasters."

- Sign up to donate blood & obtain info on certified CPR classes near you (discount coupon available for attendees only)
- View Red Cross Emergency Response Vehicle and learn about Red Cross Response to disasters.
- Sushi Burrito food truck on site
- Music provided by KROQ
- Raffle prizes and free gifts

About The American Red Cross Los Angeles Region

A volunteer-led humanitarian organization, the American Red Cross Los Angeles Region helps people prevent, prepare for and respond to emergencies. Serving more than 88 cities, the Red Cross provides relief for victims of house and apartment fires, earthquakes, floods, hazardous material spills, transportation accidents, explosions and other natural or man-made disasters --- 24 hours a day. Last year, nearly 160,000 people were trained in vital life-saving skills, including CPR and first aid. For more information, please visit www.RedCrossLA.org.

About Farmers Insurance

Farmers Insurance Group of Companies is a leading U.S. insurer group of automobiles, homes and small businesses and also provides a wide range of other insurance and financial services products. Farmers Insurance is proud to serve more than 10 million households with more than 20 million individual policies across all 50 states through the efforts of over 50,000 exclusive and independent agents and nearly 24,000 employees.

Farmers is a trade name and refers to the business activities of Farmers Group, Inc. and the Farmers Exchanges. Farmers Group, Inc., along with its subsidiaries, is wholly owned by the Zurich Insurance Group, and provides non-claims administrative services to the Farmers Exchanges. The Farmers Exchanges are three reciprocal insurers (Farmers Insurance Exchange, Fire Insurance Exchange and Truck Insurance Exchange), including their subsidiaries and affiliates, owned by their policyholders. For more information about Farmers, visit its Web site at www.farmers.com or at www.Facebook.com/FarmersInsurance.

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