



**American
Red Cross**

Pacific Coast
2707 State Street
Santa Barbara, CA 93105

FOR IMMEDIATE RELEASE
NEWS RELEASE

Contact: Jessica Piffero
Phone: (805)687-1331 x6610
Cell: (661) 809-2726
jessica.piffero@redcross.org

RED CROSS OPENS EVACUATION CENTER FOR RESIDENTS THREATENED BY LANDSLIDES

Santa Barbara, Calif., January 8, 2017 — The American Red Cross of the Pacific Coast is opening an evacuation center for residents impacted potential landslides. The center will be open at 8:00 a.m. on Monday, located at Santa Barbara City College cafeteria, 721 Cliff Drive, Santa Barbara, CA 93109.

"We know that recent wildfires have made our community more vulnerable to landslides and flooding," said Red Cross Executive Director Kimberly Coley, "Our volunteer team is prepared to shelter and care for thousands of residents if needed."

Additional volunteers and locations are on alert and ready to respond throughout the region as severe weather continues to move through the area. The Red Cross is working closely with government and community partners to provide relief and comfort for anyone affected by evacuations.

GET PREPARED

The Red Cross wants residents to be ready for disasters big and small, including landslides and flooding. Follow a few safety tips to prepare for, respond to, and recover from severe winter weather:

- Create and practice an evacuation plan for your family or business.
- Assemble and maintain an emergency preparedness kit.
- Watch the patterns of storm water drainage on slopes near your home.
- Listen for unusual sounds that might indicate moving debris, such as trees cracking or boulders knocking together.
- Before re-entering your home, look outside for loose powerlines, damaged gas lines, foundation cracks, or other damage.

Find these and more [flood](#) or [landslide](#) safety tips online at redcross.org, or download the Red Cross Emergency App, free for smartphones and tablets.

HOW TO HELP

You can help people affected by disasters like landslides, wildfires, and countless others by making a gift to American Red Cross Disaster Relief. Your gift enables the Red Cross to prepare for, respond to, and help people recover from disasters big and small. Visit redcross.org, call 1-800-RED-CROSS, or text the word REDCROSS to 90999 to make a \$10 donation.

About the American Red Cross Central California Region

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; 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. The American Red Cross Central California Region provides services to the ten counties across Central California that is home to more than 4 million people. For more information, please visit www.redcross.org.