



*FOR IMMEDIATE RELEASE:
From LA Fire Foundation*

**LA FIRE DEPARTMENT FOUNDATION'S CALL FOR HELP MET BY \$1 MILLION GRANT
FROM THE ANNENBERG FOUNDATION AND THE WASSERMAN FOUNDATION**

***AS FIRES RAGE, MORE HELP NEEDED TO ADDRESS
MASSIVE CONTAINMENT CHALLENGE***

Wednesday, January 8, 2025 — Responding to devastating and fast moving fires which ignited across Los Angeles County Tuesday with unprecedented winds and evacuations, the Annenberg Foundation and Wasserman Foundation have moved quickly to provide \$1 million to the LA Fire Department (LAFD) Foundation for urgently needed equipment and supplies to fight the fires.

On Tuesday, the LAFD Foundation issued a funding alert calling for donations to help cover the costs of essential tools and safety equipment for LAFD firefighters. Financial donations are the fastest and most effective way to help the LAFD at this time.

“The exorbitant cost of fighting California’s wildfires requires an enormous amount of equipment and other aid for those on the front lines,” said Chairman, CEO and President of The Annenberg Foundation Wallis Annenberg. “We’re pleased to have been able to move quickly to support our heroes by providing help to build emergency shelters, acquire hydration backpacks, wildland brush tools and other important supplies. These frontline workers are being pushed to the limits and we need to ensure they have the right equipment to protect themselves and all those affected by these sudden and erratic fires.”

“The destruction caused by the Southern California wildfires has been heartbreaking to witness,” said Casey Wasserman, President and CEO of the Wasserman Foundation. “We are incredibly grateful for our firefighters and first responders who continue to risk their lives to protect our communities, and we hope our fellow Angelenos will help support the LAFD Foundation’s immediate needs.”

Liz Lin, president of the LAFD Foundation, said: “This support comes at such a crucial time when the LAFD resources are stretched so far. I am incredibly grateful to Wallis Annenberg, Casey Wasserman and their respective Foundations for stepping up to help support the LAFD. I encourage anyone interested in following their lead to please visit our website for more information or to make a donation.”

The LAFD Foundation called on the community for more help as high winds continue to complicate fire conditions across the Los Angeles region.



HOW TO HELP:

- **Online:** supportLAFD.org/give
- **Text:** Text the word "LAFD" to 24365

The LAFD Foundation is actively seeking funds to equip our LAFD members battling wildfires with equipment and supplies such as:

- **Emergency Fire Shelters** – These personal fire shelters are deployed when the unthinkable happens and firefighters become overrun by flames. These light, compact shelters are designed to reflect radiant heat, protect against convective heat, and trap breathable air within.
- **Hydration Backpacks** - Firefighters can be on the front lines of a wildfire for up to 12 hours. These unique backpacks carry three quarts of water and are vital to keeping firefighters healthy on the fire line.
- **Wildland Brush Tools** - Clearing fire roads and creating natural barriers to slow the spread of fire is a necessary but labor-intensive and exhausting process. These light and durable hand tools are specially designed to help ground crews cut through tree limbs, clear brush overgrowth, and remove potential fuel sources.