

## MEDIA ADVISORY

**WHO: SFFD Chief Jeanine Nicholson**

**WHAT: Donation Presentation Ceremony to SFFD NERT organization**

**WHERE: SFFD Headquarters, 698 2<sup>nd</sup> Street Lobby**

**WHEN: DEC 11, 2019 01:00 PM**

### Redfora.com Makes Generous Donation to the San Francisco NERT Organization

San Francisco based online retailer Redfora.com is in the spirit of the season early with a \$5,000 donation to the San Francisco Fire Department's volunteer organization, the Neighborhood Emergency Response Team (NERT). NERT will use the funds to support its free disaster preparedness training programs for individuals, neighborhood groups, and community-based organizations in San Francisco.

Redfora (which stands for 'Ready For Anything') exists to make emergency preparedness accessible and easy for people everywhere. The idea for [The Earthquake Bag](#), a highly-customizable emergency kit tailored to the needs of a modern society, is a result of attending NERT classes years ago.

"We were inspired to start Redfora by the NERT program and the dedicated firefighters that teach residents how to be prepared," said Redfora Co-Founder Skyler Hallgren. "Redfora is committed to helping individuals, schools, and companies be better prepared in the event of a disaster. We also create a platform to turn that preparation into funds that give back. Redfora lives a philosophy of social responsibility. We show up with disaster relief ([see their donations](#)), but we are also committed to creating a more resilient San Francisco, which is our home".



Through its programs, NERT teaches individuals the basics of [personal preparedness](#) and prevention. The training also includes hands-on disaster skills that will help individuals respond to a personal emergency as well as act as members of a neighborhood response team.

The NERT 501(c)3 is the nonprofit fundraising arm that affords individuals and corporations the ability to make tax-exempt donations. More information on the fund can be found [here](#). For more information about the NERT 501(c)3 contact SFFD Captain Erica Arteseros at 415-970-2022 or [erica.arteseros@sfgov.org](mailto:erica.arteseros@sfgov.org)

#### Social:

FB @WeAreRedfora @sffd.nert

IG @weareredfora @sffd.nert

Twitter @earthquakebag @sffd.nert

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