

## **UP Holds News Conference With OC Wildfire Families**

Outreach Coordinator Karen Reimus coordinated a November 2009 press conference in Orange County with 2008 “Freeway Complex” wildfire families still struggling to settle with their insurers a full year after their losses. Six speakers shared personal stories of underinsurance, low-balling and poor claims handling.

Insurance industry and California Department of Insurance representatives showed up at the event to assure that the media would hear their perspectives.

Reimus reports that half the press conference participants were able to successfully negotiate claim settlements following the event. It is clear that the press conference played an important role in bringing about these settlements.