



FOR IMMEDIATE RELEASE  
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**CONSUMER ATTORNEYS OFFER FREE LEGAL ASSISTANCE  
TO VICTIMS OF THE SOUTHERN CALIFORNIA FIRES**

*Attorneys Will Be On Hand to Assist Families Working with Insurance Adjusters*

**Sacramento, Calif.** – Beginning as a member-driven effort to help those in need, Consumer Attorneys of California (CAOC) have posted a page on their Web site with helpful links for victims of the Southern California fires, including a list of attorneys willing to offer pro bono (free of charge) legal services to homeowners who may need them when working with their insurance companies.

Although fire experts believe they have come to a critical turning point in the blaze, 695 square miles have burned and 1,609 homes have been destroyed, with damage estimated by the state Department of Insurance at more than \$1 billion. Of nearly a million evacuated, more than 19,000 people are still in shelters.

In a letter to members, American Association for Justice (AAJ) President Kathleen Flynn Peterson said: “The fires are still raging today, causing more and more damage to people’s homes and lives. But even when they are all extinguished, the devastation and the need to rebuild will remain. We know from past experience the kinds of difficulties that homeowners have faced after major natural disasters. The damage is both physical and emotional, and they often require not just strong legal assistance, but sensitive and sympathetic personal support.”

Among the groups offering support are members of AAJ, CAOC, Consumer Attorneys of San Diego, Consumer Attorneys Association of Los Angeles, and United Policyholders, a non-profit group that helps insurance consumers.

Victims of the Southern California fires are encouraged to visit the CAOC Web site to find attorneys offering pro bono services. Please visit [www.caoc.com/SoCalFireLegalHelp](http://www.caoc.com/SoCalFireLegalHelp) for further details.

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Consumer Attorneys of California is an organization of more than 3,000 attorneys who represent plaintiffs and consumers who seek responsibility from wrongdoers. Its mission is to seek justice for all, preserve the right to trial by jury for all consumers, and uphold the honor and dignity of the legal profession and the highest standards of ethical conduct and integrity.