



FOR IMMEDIATE RELEASE

Southern California Region

Contact: Terry Kanakri
Senior Media Relations Specialist
Cell: (626) 660-6543
Terry.Kanakri@kp.org

Kaiser Permanente, in Collaboration with Community Agencies, to Transform its Pasadena Regional Headquarters Building into a Wildfire Resource Hub for Residents Impacted by the Devastating 2025 LA Wildfires

PASADENA, Calif. — At a time when tens of thousands of residents have been displaced by devastating wildfires, Kaiser Permanente is opening its Pasadena regional headquarters for use as a Wildfire Resource Hub that will provide direct assistance and resources to those affected.

The Wildfire Resource Hub was made possible through the collaboration and contributions of many partners. They include Hope Crisis Response Network, California Voluntary Organizations Active in Disaster (VOAD), Emergency Network Los Angeles (ENLA), Los Angeles County Office of Emergency Management, Governor’s Office of Emergency Services, the City of Pasadena, FEMA, as well as numerous nonprofit service providers such as the Tzu Chi Foundation, the Los Angeles Regional Food Bank, the Salvation Army and the American Red Cross.

Kaiser Permanente’s Walnut Center building, located at 393 East Walnut St. in Pasadena, will support residents affected by the 2025 L.A. Wildfires to meet with national, state and local community-based organizations that are joining together to provide crucial resources and information. The Wildfire Resource Hub will be open Monday, Jan. 27, through Friday, Jan. 31, from 10 a.m. – 7 p.m., and on Saturday, Feb. 1 from 10 a.m. – 5 p.m.

Available resources at Walnut Center that are free of charge will include non-perishable food and fresh produce, air purifiers, wildfire recovery information, financial assistance and much more. There will also be a wellness and relaxation zone and a children’s play area. And the world’s most famous beagle, Snoopy, will also be on site to greet children, courtesy of Knott’s Berry Farm. A Kaiser Permanente mobile health vehicle and an ambulance will also be stationed at the site to provide health care services such as care for common and chronic conditions, wellness services, and more.

“In times of crisis, the true strength of a community is revealed through the compassion and support we extend to one another,” said John Yamamoto, vice president, Community Health and Government Relations. “We’re honored to partner with the many nonprofit organizations that play such a vital role in immediate relief and long-term recovery.”

-more-

“We extend our heartfelt thanks to Kaiser Permanente and many other community partners for their unwavering support and swift action in aiding wildfire victims,” said Kevin Cox, chair, California VOAD (Voluntary Organizations Active in Disaster). “Together, we’re working to ensure that impacted residents receive the help they need to recover and resume their daily lives.”

“As the Voluntary Organizations Active in Disaster (VOAD) for Los Angeles County, Emergency Network Los Angeles is thrilled to be a part of this resource hub,” said Lauren Meister, program manager for ENLA. “ENLA’s nonprofit member organizations, California VOAD and Kaiser Permanente have been amazing partners. The resource hub will provide much-needed resources to the victims of the 2025 L.A. wildfires.”

Media members are welcome to view the informational and resource center as well as outdoor activities occurring at the site, but no filming or photography will be permitted inside the building. A spokesperson from Kaiser Permanente and California VOAD will be available for interviews on Monday, Jan. 24, from 11:30 a.m. – 12:30 p.m. To schedule additional interviews, please reach out to Terry Kanakri, Kaiser Permanente senior media relations specialist, at (626) 660-6543.

###