



Earthquake Country **Alliance**
We're all in this together.

****MEDIA ADVISORY****

**Loma Prieta Anniversary & ShakeOut Prep R&
October 17, 2012**

Event Location: Union Square, 333 Grant Ave., San Francisco, CA 94108

Event Times: 11:00 a.m.-12:00 p.m. Interviews with VIPs, Traveling Red Table™ photos and “Drop, Cover, and Hold On” demos, and preparedness information sessions.

12:00 -12:30 p.m. Press conference.

12:30-2:00 p.m. ShakeOut “Flash Drill” and registration, SF Heroes LIVE, and preparedness information sessions.

Purpose:

- Promote preparedness through the commemoration of the 1989 Loma Prieta earthquake anniversary and invite people to register for the October 18th ShakeOut.
- Focus media attention on the need for home, business, and commuter preparedness and highlight government and transit authorities’ commitment to commuter, home and business safety, and post-earthquake transit issues.

Visuals:

- National and local leaders commemorate Loma Prieta and encourage ShakeOut drill participation.
- “Flash Drill” in Union Square as American Red Cross volunteers demonstrate “Drop, Cover, and Hold On.”
- Traveling Red Table™ celebrity signatures and Drop, Cover & Hold On photo opportunities.
- Public invitation to register for ShakeOut on laptops and mobile devices, with partners in preparedness distributing educational material and demonstrating an earthquake simulator.

Press Conference Speakers:

Tom Brocher – Director, Earthquake Science Center, USGS

Harold W. Brooks – CEO, American Red Cross Bay Area

Rob Dudgeon – Deputy Director, City and County of San Francisco Department of Emergency Management

John McPartland – President, BART

Glenn Pomeroy – CEO, California Earthquake Authority

Stephen Sellers – Assistant Secretary, Operations, Cal EMA

Nancy Ward – Administrator, FEMA Region IX

Bay Area Event Contacts:

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Earthquake Country Alliance (ECA) Event Coordination Agencies: American Red Cross Bay Area, California Earthquake Authority, California Emergency Management Agency, City and County of San Francisco Department of Emergency Management, City of Hayward Fire Department, The Tech Museum, U.S. Geological Survey and New America Media.