

## **SoCalfirst – Southern California Financial, Insurance, Resiliency, Security & Teamwork**

### **Investing 60 Seconds to SAVE a Life! “Drop Cover & Hold-On”**

#### **SoCalfirst**

This year, SoCalfirst (a coalition of financial institutions and other critical infrastructure sectors), will be partnering with the U.S. Geological Survey (USGS), Caltech, and the California Earthquake Alliance (CEA) in the Great Shake Out. As SoCalfirst members, Wells Fargo, Bank of America, Northern Trust and other leading financial, insurance, credit and legal sector have made dedicated efforts to support this cause. Below are just a few examples of how SoCalfirst members are committed to the Great ShakeOut.

#### **Wells Fargo**

Wells Fargo has been participating in the Great Shake Out **since 2008** supporting their partners at U.S. Geological Survey (USGS) and Earthquake County Alliance (ECA). Originally formed in California, participation quickly moved across state lines based on the importance and criticality of earthquake preparedness. In 2011, more than 16,000 Wells Fargo team members participated in the Great California ShakeOut. So far, in 2012 1,400 team members participated and took action in the Utah ShakeOut (April 2012) and preparedness communications went out to team members in St. Louis (February 2012) regarding earthquake preparedness.

Wells Fargo will continue to expand their involvement and ***shake things up in 2012*** with participation from Arizona, California, Oregon, Nevada, Idaho, Washington, North Carolina, South Carolina, Georgia, Virginia and Maryland. On October 18<sup>th</sup> at 10:18 am, team members will “DROP, COVER & HOLD ON” in an exercise to prepare team members and communities in the event of an actual earthquake. Wells Fargo anticipates over 20,000 for 2012 with all states and countries across the territory participating. Wells Fargo will continue their commitment to increasing team member and community awareness by providing informational awareness in times of natural disasters.

#### **Bank of America**

On October 18, at 10:18 a.m., thousands of Bank of America employees will “Drop, Cover, and Hold On” for one minute in the fifth annual Great California ShakeOut.

Bank of America partnered with a number of government agencies and nonprofit organizations by participating in the Great Southern California Shakeout in 2008, to raise awareness of earthquake preparedness. Since then, the California event has grown to include seven western states, parts of Latin America, Canada, and other states have begun to conduct their own Shakeout exercises as well.

Major earthquakes can happen anywhere we work, live, or travel in California and ShakeOut is our chance to prepare for the next quake and practice how to protect ourselves, in order to prevent disasters from becoming catastrophes.

Preparations for the drill include manager huddles and team meetings in the month of October in support of the Great California Shake Out encouraging our associates to prepare at work and at home. In addition, we have made earthquake safety resources available to our associates through our web portal.

This year, Bank of America's on-site security staff will engage the PA systems within participating administrative buildings to announce the start of the drill. When the Shakeout begins, employees should stop what they are doing, Drop and take Cover and Hold on for one minute. At the end of one minute, security staff will announce the end of the drill.

### **Northern Trust**

On October 18<sup>th</sup> at: 10:18 am, all Northern Trust, Southern California team members will show their support by participating in a "Drop Cover & Hold On" drill for all of their sites.