

### FOR IMMEDIATE RELEASE:

October 16, 2012

#### \*\*MEDIA ADVISORY\*\*

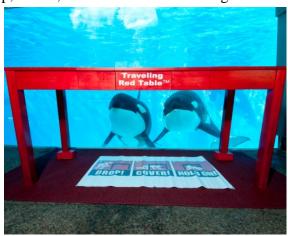
# CEA and Red Cross Traveling Red Table<sup>TM</sup> Visit Shamu at SeaWorld

**Media Contacts:** 

California Earthquake Authority D'Anne Ousley (916) 325-3845 ousleyd@calquake.com American Red Cross Courtney Pendleton (858) 205-0148 Courtney.pendleton@redcross.org

What:

Shamu and friends posed with the Traveling Red Table<sup>TM</sup> at SeaWorld San Diego as part of the statewide tour to promote participation in The Great California ShakeOut<sup>TM</sup> earthquake drill on October 18 at 10:18 a.m. This Traveling Red Table<sup>TM</sup> symbol and tour was created by the California Earthquake Authority (CEA) and American Red Cross (Red Cross) to highlight the Seven Steps to Earthquake Safety, with emphasis on ShakeOut<sup>TM</sup> registration to practice the fifth step – how to "Drop, Cover, and Hold On" when the ground shakes.



October 15, 2012: **Shamu and friends** are helping the CEA and Red Cross spread the word about The Great California ShakeOut<sup>TM</sup>.

Who:

*Shamu's* photo joins numerous other photos of celebrities who have posed with and signed the Traveling Red Table<sup>TM</sup> to show their support for everyone in California to get prepared! To see all the celebrity photos visit www.TravelingRedTable.org.

Why:

California is home to about two-thirds of the nation's earthquake risk, with about 2,000 known faults throughout the state producing approximately 37,000 earthquakes a year, averaging 102 per day. According to a 2008 study, there's a 99 percent probability that Californians will experience one or more magnitude 6.7 or larger earthquakes in the next 30 years, potentially capable of causing extensive damage and loss of life. Yet relatively few (California) households have acted to mitigate losses and reduce injuries resulting from earthquakes.

*More Info:* CEA: www.EarthquakeAuthority.com and Red Cross: www.redross.org/sandiego

# **Seven Steps to Earthquake Safety**

## **PREPARE**

**Step 1:** Secure Your Space

Secure your space, by identifying your hazards and securing moveable items.

**Step 2:** Plan to be Safe

Plan to be safe by creating a disaster plan and identifying communication needs.

**Step 3:** Organize Disaster Supplies

Organize disaster supplies in convenient locations.

**Step 4:** Safeguard Your Finances

Safeguard your finances by strengthening your property and considering insurance.

### **SURVIVE**

Step 5: Drop, Cover, and Hold On

Drop, cover, and hold on when the ground shakes.

Step 6: Improve Safety

Improve Safety by helping the injured, preventing further damage, and evacuating from tsunami zones.

# **RECOVER**

**Step 7:** Reconnect and Restore

Restore daily life by reconnecting with others, repairing damage, and rebuilding community.



Earthquake Country Alliance

We're all in this together.