



FOR IMMEDIATE RELEASE

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CEA MEDIA ADVISORY

CALIFORNIANS NEED YOUR HELP

Residents in High Risk Areas Are Not Ready

What: Most Californians know earthquakes happen but most don't know what to do in an earthquake or how to best protect their family, homes and finances from earthquake destruction. The News Media can help people get ready.

On the eve of the anniversary of the 1987 Whittier earthquake, experts will dispel earthquake safety myths, clear up confusions and demonstrate what to do before and during the next earthquake. A local firefighter who was deployed to Haiti will talk about what works and what doesn't.

Who: Chief Deputy John B. Tripp, L.A. County Fire welcoming remarks
Lucy Jones, USGS Chief Scientist of Multi-Hazard Demonstration Project
Larry Collins, Battalion Chief with Los Angeles County Fire Department
Jeff Crosier, President of Structural Engineers Association of Southern California
Chris Nance, CEA Director of Communications & External Affairs

When: Thursday, September 30, 10:00 a.m.

Where: LA Country Fire Training Facility (next to the LACOFD headquarters)
1320 N. Eastern Avenue
Los Angeles, CA 90063

Firefighters, Urban Search and Rescue experts, seismologists and other experts will demonstrate earthquake preparedness and address misunderstandings and confusions.

The big shaker will show what happens in a home during an earthquake; hands-on activities will demonstrate what everyone can do to protect their homes and finances; and, practice drills will teach how to react during an earthquake.

According to a UCLA study released March 2010, most Californians in high risk areas are not taking the necessary steps to get ready. According to the latest research, more Californians need to protect their families, secure their houses and choose whether they will have the strength to rebuild if their house is seriously damaged.

This opportunity is being offered in advance of the Great California ShakeOut, a statewide earthquake drill taking place October 21, at 10:21 a.m. For more information go to www.ShakeOut.org.

There will be multilingual spokespeople available for interviews.

The CEA is a publicly managed, largely privately funded organization that provides residential earthquake catastrophe insurance and encourages Californians to reduce their risk of earthquake loss. It currently has more than 800,000 policyholders, representing about 70 percent of the California earthquake insurance market. For more go to EarthquakeAuthority.com.