



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 damage. The News Media can help people get ready.

On the day following the anniversary of the 1989 Loma Prieta earthquake, experts will dispel earthquake safety myths, clear up confusions and demonstrate what to do before and during the next earthquake. A local fire chief, who has performed search and rescue missions around the world after earthquakes, will talk about what works and what doesn't.

Who: Dr. John Parrish, California State Geologist
Harold Schapelhouman, Fire Chief Menlo Park County Fire Protection District
Kelly Huston, Assistant Secretary, California Emergency Management Agency
Harold Brooks, CEO, American Red Cross, Bay Area Chapter
Kelly Cobeen, Vice President, Structural Engineers Association of Northern California
Glenn Pomeroy, CEO of the California Earthquake Authority

When: Monday, October 18, 10:00 a.m.

Where: The Menlo Park Fire Protection District's
Baylands Structural Collapse Training Center
Directions below

Firefighters, Urban Search and Rescue experts, geologists 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 you what to do 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. More Californians need to protect their families, secure their houses and choose whether they will have the strength to rebuild if their house if it 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.

Driving Directions:

From San Jose: Take Highway 101 to the University Avenue exit and head towards the Dumbarton Bridge. Just prior to the bridge take the last exit onto the frontage road, which takes you under the bridge (Don't cross the Bridge) and loops back to the entrance to the Training Center behind the Ravenswood PG&E Electrical Sub-Station.

From San Francisco: Take Highway 101 to the Marsh Road exit and head towards the Dumbarton Bridge. Just prior to the bridge take the last exit onto the frontage road, which takes you under the bridge (Don't cross the Bridge) and loops back to the entrance to the Training Center behind the Ravenswood PG&E Electrical Sub-Station.

From Fremont: Cross the Dumbarton Bridge into Menlo Park and take the first exit to your right onto the frontage road and make an immediate left into the gravel driveway of the Training Center behind the Ravenswood PG&E Electrical Sub-Station.