

# The Great Southern California Shake Out



## Southern California Businesses: Get Ready to Shake Out!

### ShakeOut is One-of-a-Kind

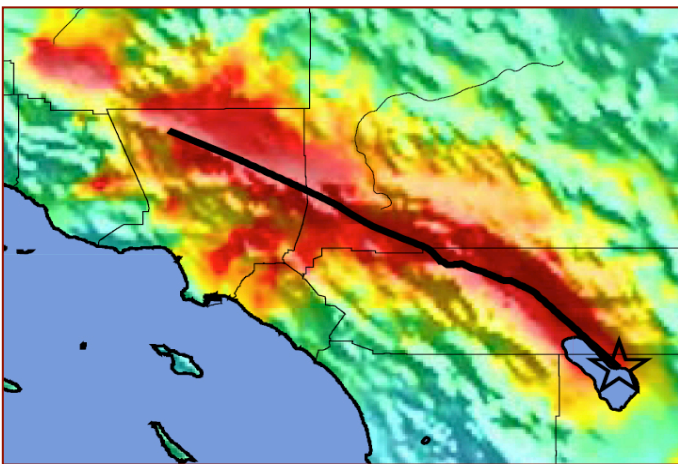
The Great Southern California ShakeOut is a week of special events featuring the **largest earthquake drill in U.S. history**, organized to inspire Southern Californians to get ready for big earthquakes, and to prevent disasters from becoming catastrophes.

### An Earthquake Drill for the Record Books

At 10 a.m. on November 13, 2008, millions of southern Californians will “Drop, Cover, and Hold On.” Why? An enormous earthquake is an inevitable part of our future, and the ShakeOut Drill is our chance to practice what to do when it happens. Individuals, families, businesses, schools and organizations will join firefighters, police officers, and other emergency responders in our largest-ever earthquake preparedness activity. Don’t miss out!

### Beyond the Drill

In addition to the ShakeOut Drill, there are many other ways to participate in the ShakeOut, tailored for businesses, schools, individuals, places of worship, and communities. Plus you can create your own event for your neighborhood, business or school. See the ShakeOut website for a schedule of all events.



The U.S. Geological Survey has led a collaboration of experts to understand how this potential magnitude 7.8 earthquake would affect southern California.



You can do it. We can help.

### ShakeOut Major Events: November 2008

- ShakeOut Drill (Nov. 13)
- City of Los Angeles International Earthquake Conference (Nov. 12-14, [iec.lacity.org](http://iec.lacity.org))
- Golden Guardian Emergency Response Exercise (Nov. 13-19)
- L.A. Earthquake: Get Ready Rally (Nov. 14)
- Take One More Step (Nov. 14-16)

### You Can Make a Difference!

Here is what businesses can do to *participate* in the ShakeOut, to *promote* participation in the ShakeOut, and to *prepare* for big earthquakes. More ideas are at [www.ShakeOut.org/businesses](http://www.ShakeOut.org/businesses).

#### Participate in the ShakeOut:

- Register at [www.ShakeOut.org/register](http://www.ShakeOut.org/register) to be counted in the ShakeOut Drill, get email updates, and more.
- Have a *Drop, Cover, and Hold On* drill at 10 a.m. on November 13 and practice your earthquake plan.

#### Promote the ShakeOut:

- Encourage your employees to register as individuals.
- Download posters, flyers, and other materials at [www.ShakeOut.org/resources](http://www.ShakeOut.org/resources).
- Add a link to [www.ShakeOut.org](http://www.ShakeOut.org) on your website.
- Develop preparedness events for your community to register for the ShakeOut and get prepared.

#### Prepare for earthquakes:

- Encourage your employees to get ready at home and at work. Visit [www.DareToPrepare.org](http://www.DareToPrepare.org).
- Inspect your facility for items that might fall and be damaged or cause injury and secure them.
- Develop or review your business continuity plan.
- Check your emergency supplies and equipment to make sure they are accessible and functional.
- Learn more at [www.ShakeOut.org/businesses](http://www.ShakeOut.org/businesses).

# [www.ShakeOut.org](http://www.ShakeOut.org)

### Earthquake Country Alliance ShakeOut Steering Committee

United States Geological Survey  
California Office of Emergency Services  
California Seismic Safety Commission  
Southern California Earthquake Center  
City of Los Angeles  
Art Center College of Design  
California Institute of Technology

