



FOR IMMEDIATE RELEASE

Oct. 18, 2010

**Shake, Rattle and Roll: Hundreds to “drop, cover and hold” as part of The Great California ShakeOut drill at The Tech Museum
Insurance Commissioner Steve Poizner, emergency teams and “Q” the San Jose Earthquakes mascot to appear**

SAN JOSE, SILICON VALLEY, Calif.-- More than 400 Bay Area students will “drop, cover and hold on” at The Tech Museum during the statewide Great California ShakeOut, the largest earthquake drill in the United States. The event, in which more than 7 million people are expected to participate, encourages Californians to prepare for the next big tremor and emphasizes that practice provides confidence during a time of peril.

The Tech Museum, as one of Northern California’s “EPIcenters” (Education and Public Information Centers), will provide a number of hands-on learning activities for students and other visitors including California Insurance Commissioner Steve Poizner, Dr. Peter Friess, president of The Tech Museum, Humane Society Silicon Valley, United States Geological Survey, California Department of Conservation, Q, the San Jose Earthquakes’ mascot and the team’s “Shakers Squad,” and San Jose police and fire.

WHAT: More than 400 students will participate in a statewide earthquake drill at The Tech Museum. Throughout the museum there will be stations teaching visitors how to create an earthquake kit, and how to ensure the safety of pets during an earthquake. Participants will also have the opportunity to step inside the Quake Cottage Mobile Earthquake Simulator, which simulates the strength of an 8.0 earthquake.

WHEN: At exactly 10:21 a.m. on Oct. 21, 2010, more than 7 million Californians will “drop, cover and hold on” in the country’s largest earthquake drill. **(Editors: please plan to arrive early)**

WHERE: The Tech Museum, 201 South Market Street, San Jose, CA

*****Eds: Highly visual, interviews with students, speakers*****

About The Tech Museum

The Tech Museum is a hands-on technology and science museum for people of all ages and backgrounds. The museum - located in the Capital of Silicon Valley - is a non-profit learning resource established to engage people in exploring and experiencing technologies affecting their lives. Through programs such as The Tech Challenge, our annual team design competition for youth, and internationally renowned programs such as The Tech Awards, presented by Applied Materials, Inc., The Tech Museum celebrates the Spirit of Silicon Valley by providing science and technology experiences that educate, inform, provoke thought and inspire action.

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