



**Earthquake
Country
Alliance**

We're all in this together.

****MEDIA ADVISORY****

The Great California ShakeOut and 24th Loma Prieta Anniversary

October 17, 2013

Event Location: The Tech Museum of Innovation, 201 South Market Street, San Jose, CA 95113

Event Times:

5-7:00 am	Media Availability – Interviews with VIPs, earthquake simulator, Traveling Red Table™ photos, and “Drop, Cover, and Hold On” demos
9:00 am	Students arrive, preparedness activities and education
9:15 am	Media Availability – Interviews with VIPs, Big Shaker Trailer, Traveling Red Table™ photos and “Drop, Cover, and Hold On” demos, Cisco NERV truck, zombies from Great America Halloween Haunt.
10:00 am	VIPs in New Venture Hall
10:17 am	Museum-wide ShakeOut Drill
10 am-12 pm	Preparedness activities

Purpose:

- Promote preparedness on the 24th anniversary of the Loma Prieta earthquake and encourage participation in ShakeOut, the world’s largest earthquake drill.
- Focus media attention on the need for home, business, and commuter preparedness and highlight the safety measures to take when the earth shakes and when fire follows.
- Provide innovative tech solutions to disaster preparedness issues.

Visuals:

- National and local leaders commemorate Loma Prieta and encourage ShakeOut drill participation.
- Earthquake demonstrations in the mobile Shake Truck.
- Traveling Red Table™ celebrity signatures and Drop, Cover & Hold On photo opportunities.
- 400 students and VIPs participating in a museum-wide earthquake drill at 10:17am.

Invited VIPs

- Bill Bailor – VP of Operations, The Tech Museum
- Tom Brocher – Director, Earthquake Science Center, USGS
- Mark Cloutier – CEO, American Red Cross Gateway to the Golden State Region
- Mark Ghilarducci – Director, California Office of Emergency Services
- Glenn Pomeroy – CEO, California Earthquake Authority
- Tim Ritchie – President, The Tech Museum

Bay Area Event Contacts:

- Roqua Montez, The Tech Museum of Innovation (408) 795-6225 rmontez@thetech.org
- Cynthia Shaw, American Red Cross; (408) 666-6857 cynthia.shaw@redcross.org

Earthquake Country Alliance (ECA) Event Coordination Agencies: American Red Cross Gateway to the Golden State Region, California Earthquake Authority, California Office of Emergency Services, San Francisco Department of Emergency Management, The Tech Museum, and the U.S. Geological Survey.