



**Earthquake  
Country  
Alliance**

*We're all in this together.*



## **NEWS ALERT: OCTOBER 15, 2013**

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### **WORLD'S LARGEST EARTHQUAKE DRILL SET FOR 10/17**

Record 9.4+ million to participate in *The Great California ShakeOut*

- WHEN:** Thursday, 10/17 at 10:17 a.m. (individual event times vary, see below)
- WHAT:** *Great Shakeout Earthquake Drills* are annual opportunities for millions of people throughout California and around the world to practice "Drop, Cover, and Hold On" and other aspects of emergency plans. Participation is free and may take only a few minutes, depending on drill plans.
- WHO:** A record 9.5+ million Californians will participate in schools, businesses, government agencies, organizations, communities, and homes. In 2013, ShakeOut drills are organized in 44 states and U.S. territories plus Washington, D.C., as well as several other countries (see [www.ShakeOut.org](http://www.ShakeOut.org)). Independent drills will also be held in most other states and 40+ additional countries.
- WHY:** Everyone, everywhere should know how to protect themselves during earthquakes. Even if earthquakes are rare where you live, they may happen where you or your family travel. The recommended action for when shaking starts is to "Drop, Cover, and Hold On." ShakeOut also encourages people and organizations to get prepared to survive and recover quickly.
- WEBSITE:** [www.ShakeOut.org/california](http://www.ShakeOut.org/california) provides drill manuals, information for more than 20 participant categories, audiovisual resources, list of participants, materials for the news media, as well as media and public venues around the state, and much more.
- EVENTS:** See a list of media venues at [www.ShakeOut.org/california/media/venues](http://www.ShakeOut.org/california/media/venues).

Key media events on 10/17 include:

#### **Los Angeles: Rosemont Elementary School**

421 N. Rosemont Avenue (Echo Park)

Contact: Todd Leitz, MySafe:LA, (213) 379-0021 [todd.leitz@mysafela.org](mailto:todd.leitz@mysafela.org)

10/17, 4am – Noon

[www.shakeout.org/california/media/venues/venue\\_detail.php?event=3554](http://www.shakeout.org/california/media/venues/venue_detail.php?event=3554)

MySafe:LA and the Los Angeles Fire Department, along with the Earthquake Country Alliance and American Red Cross, team up for a drill at Rosemont Elementary School that prepares first responders, students and teachers, and community-members for the "Big

One." The drill will include students professionally made-up to look like they have been injured in the quake, and simulated post-quake scenarios – including a classroom fire – managed by an LAFD fire company and civilian members of LA's Community Emergency Response Team (CERT).

**Note:** "The Big Shaker" earthquake simulator will be available for media beginning at 4am.

**San Jose: The Great California Shakeout and 24<sup>th</sup> Loma Prieta Anniversary,**

San Jose's Tech Museum of Innovation, 201 South Market Street, San Jose, CA 95113

Contact: Roqua Montez, (408) 795-6225 [rmontez@thetech.org](mailto:rmontez@thetech.org)

10/17, 4am – Noon

[http://www.shakeout.org/california/media/venues/venue\\_detail.php?event=3606](http://www.shakeout.org/california/media/venues/venue_detail.php?event=3606)

The event will host a museum-wide ShakeOut drill with hundreds of school children and local community leaders demonstrating "Drop, Cover and Hold On" at 10:17 a.m. For the media the event will also commemorate the 24th anniversary of the 1989 damaging Loma Prieta earthquake with an earthquake simulator, and demonstrations of mobile apps designed to better prepare the community to survive and recover from the next damaging earthquake and any fires that follows.

**Note:** "The Big Shaker" earthquake simulator will be available for media beginning at 4am.

**San Bernardino: Community ShakeOut at the County Museum**

San Bernardino County Museum, 2024 Orange Tree Land, Redlands CA 92374

Contact: Jennifer Reynolds, (909) 798-8605 [jreynolds@sbcm.sbcounty.gov](mailto:jreynolds@sbcm.sbcounty.gov)

9am – Noon

[www.shakeout.org/california/calendar/detail.php?event=3659](http://www.shakeout.org/california/calendar/detail.php?event=3659)

This ShakeOut event will feature political, fire, and seismic safety officials and an earthquake preparedness fair, plus showcase classroom lessons on plate tectonics by high school science educators. There will also be a lecture on the history and hazards of the Inland empire's San Jacinto Fault.

**Torrance: Sr. Citizen & Access and Functional Needs Preparedness Expo**

Torrance Walmart, 19503 S. Normandie Avenue, Torrance, CA 90501

Contact: Jane Billings, (714) 270-6550 [jmbilli@wal-mart.com](mailto:jmbilli@wal-mart.com)

10/17, 9am – 1pm

[www.shakeout.org/california/calendar/detail.php?event=3598](http://www.shakeout.org/california/calendar/detail.php?event=3598)

This event is designed to inform and educate the public about personal preparedness with an emphasis on sr. citizens and individuals with access and functional needs in California, and how they can be prepared for any emergency, any disaster.

**BACKGROUND:**

The *Great ShakeOut* began in California in 2008 and has rapidly grown to be the world's largest preparedness activity. Each Great ShakeOut region is locally managed by a partnership of emergency management, earthquake scientists, community leaders, private sector organizations, and many others. The Southern California Earthquake Center (SCEC) at the University of Southern California coordinates and assists all regions and manages the [www.ShakeOut.org](http://www.ShakeOut.org) website with support from the Federal Emergency Management Agency (FEMA), National Science Foundation (NSF), U.S. Geological Survey (USGS), and other sponsors. Learn more and register at [www.ShakeOut.org](http://www.ShakeOut.org).