



Earthquake Country **Alliance**  
*We're all in this together.*

**MEDIA ALERT**  
**Tuesday, October 16, 2012**

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## **Great California ShakeOut Announces**

### **October 17 & 18 Media Events Throughout the State**

More than a dozen Great California ShakeOut events have been organized throughout the state, designed to provide media with opportunities to experience actual drills and to provide interviews with drill participants, organizers and experts. Details on these events are listed at:

<http://www.ShakeOut.org/california/media/venues>

The Great California ShakeOut is the world's largest earthquake preparedness drill, scheduled in most locations at 10:18am on 10/18. More than 9.3 million people are registered to participate in schools, colleges, businesses, community organizations, government agencies, and households. More than 55 radio stations will air a Drill Broadcast at approximately 10:18am (see the list at <http://www.ShakeOut.org/california/broadcasters>). In addition to the California ShakeOut, other states and countries are also holding ShakeOut drills, for a grand total of more than 13.6 million participants worldwide on October 18<sup>th</sup>.

**Complete Media Resources:** For complete media information about the Great California Shakeout, including media venues, ShakeOut messaging and graphics, lists of experts with contact information, sample scripts for PSA mentions and Drill Broadcasts, recommended safety actions, and a ShakeOut history and overview, go to:

<http://www.ShakeOut.org/california/media/resources>

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