**MEDIA ADVISORY**
Loma Prieta Anniversary & ShakeOut Prep Rally
October 17, 2012

Event Location: Union Square, 333 Grant Ave., San Francisco, CA 94108

Event Times:
11:00 a.m.-12:00 p.m. Interviews with VIPs, Traveling Red Table™ photos and “Drop, Cover, and Hold On” demos, and preparedness information sessions.
12:00 -12:30 p.m. Press conference.
12:30-2:00 p.m. ShakeOut “Flash Drill” and registration, SF Heroes LIVE, and preparedness information sessions.

Purpose:
• Promote preparedness through the commemoration of the 1989 Loma Prieta earthquake anniversary and invite people to register for the October 18th ShakeOut.
• Focus media attention on the need for home, business, and commuter preparedness and highlight government and transit authorities’ commitment to commuter, home and business safety, and post-earthquake transit issues.

Visuals:
• National and local leaders commemorate Loma Prieta and encourage ShakeOut drill participation.
• “Flash Drill” in Union Square as American Red Cross volunteers demonstrate “Drop, Cover, and Hold On.”
• Traveling Red Table™ celebrity signatures and Drop, Cover & Hold On photo opportunities.
• Public invitation to register for ShakeOut on laptops and mobile devices, with partners in preparedness distributing educational material and demonstrating an earthquake simulator.

Press Conference Speakers:
Tom Brocher – Director, Earthquake Science Center, USGS
Harold W. Brooks – CEO, American Red Cross Bay Area
Rob Dudgeon – Deputy Director, City and County of San Francisco Department of Emergency Management
John McPartland – President, BART
Glenn Pomeroy – CEO, California Earthquake Authority
Stephen Sellers – Assistant Secretary, Operations, Cal EMA
Nancy Ward – Administrator, FEMA Region IX

Bay Area Event Contacts:
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