



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

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Help Californians Prepare, Survive & Recover: *Great ShakeOut* Media Opportunities

MEDIA PARTNERS: Because of your commitment to your local communities, you have helped prepare millions of Californians to survive and recover after our next damaging earthquake by encouraging broad participation in *Great ShakeOut* earthquake drills since 2008. Thank you for your contributions and coverage during the past four years and for your continued participation this year.

SHAKEOUT 2012: On October 18th at 10:18 a.m. millions of people in schools, businesses, government agencies, public venues, and at home will participate in the 5th annual *Great California ShakeOut* Earthquake Drill. While the event is still three months away, more than 5.3 million people already registered to participate throughout California. Many other states and countries also will hold *ShakeOut* drills on the same day (see www.ShakeOut.org).

MEDIA PARTICIPATION: Here is what you can do NOW to help your staff and your audience participate and prepare, and also how the ShakeOut may help you achieve your own community engagement and revenue goals:

- ✓ **Add ShakeOut to your planning calendar.** The ShakeOut will occur statewide on 10/18 at 10:18 a.m.
- ✓ **Promote the ShakeOut on your Web site.** Encourage people, businesses, and schools to go to www.ShakeOut.org/california to register. You can use one of the ShakeOut Web banners at www.shakeout.org/california/resources/banners.html, and/or this text:

SAMPLE COPY:

Are you prepared to survive and recover after our next damaging earthquake? Learn how by participating in the 2012 Great California ShakeOut on October 18th. Visit www.Shakeout.org/California to register in the world's largest earthquake drill.

- ✓ **Revenue opportunities.** Create opportunities for your clients to sponsor sales promotions for the ShakeOut that include co-branded PSAs, the ShakeOut "Drill Broadcast," and drill events on October 18th.

Information and resources are available at www.ShakeOut.org/california/media, including suggestions for how to organize your own drill with your employees. More will be added soon. With your on-going active participation, we can work together to help more Californians prepare to survive and recover. Please let us know what you are planning and how we can help.

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