



MEDIA ALERT

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All California Target stores, Investigation Centers and Distribution Centers to Participate in 5th Annual Great California ShakeOut Earthquake Drill

What: The Great California Shakeout Earthquake Drill is the largest earthquake drill in the U.S., with over eight million people across the state of California participating last year alone. The ShakeOut's goal is to help Californians prepare for major earthquakes and learn what to do before, during and after an earthquake.

At 10:18 a.m. on Oct. 18, 2012, millions of people in schools, businesses, government agencies, stores, public venues and homes will participate in the ShakeOut. All team members in California's 255 Target stores, in addition to investigations centers and distribution centers, will pause to practice "Drop, Cover and Hold On" earthquake response techniques as if a major earthquake were occurring at that very moment. The drill is an opportunity for Target team members to practice how to respond if a major earthquake hits.

Preparedness is a top priority for Target, and Target has a long-standing history of partnering with law enforcement and emergency managers to help create strong, healthy and safe communities. Target supports community preparedness efforts on a continuous basis and is proud to participate in the ShakeOut.

Who: Approximately 70,000 Target team members and guests
Interviews are available with Target store executives

When: Oct. 18, 2012
10:18 a.m.

Where: All California Target stores, investigation centers and distribution centers

For more information, visit Target.com/pressroom or shakeout.org/california

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***To arrange an interview or coverage of the drill in a Target store, please contact Mya Walters, Target, (626) 230-3145**

