

MEDIA ADVISORY



PARTNERING FOR ELEMENTARY PREPAREDNESS

The public and private sectors will partner in a joint effort to help students at a northern California elementary school get prepared for earthquakes.

Ready America, Walmart and local emergency responders are working together to teach kids about the importance of earthquake preparedness. 120 students at Ruus Elementary School in Hayward will assemble preparedness kits and sample emergency food first hand on Tuesday, October 16, 2012.

The event will focus on teaching kids what items they should have on hand both at home and school in case of an earthquake.

Walmart Regional General Manager Chester Gray, Cal EMA Assistant Secretary for Operations Stephen Sellers, USGS earthquake expert Susan Garcia, City of Hayward Fire Department Emergency Preparedness Public Education Officer Captain Thor Poulsen and Ready America representatives will be on hand to educate students on what survival items to put in the kits and to conduct a Drop, Cover and Hold On drill.

The school preparedness initiative coincides with the 23rd anniversary of the Loma Prieta Earthquake and the Great California ShakeOut on Thursday, October 18, 2012.

To learn more about Ready America please visit www.readyamerica.com For more information on Walmart go to www.walmart.com Details about the Great California ShakeOut can be found at www.shakeout.org/california/

What: 3rd Graders Drop Cover & Hold On, assemble emergency kits

When: 1:30pm Tuesday, October 16, 2012

Where: Ruus Elementary School - 28027 Dickens Ave, Hayward, CA 94544

Who: Walmart RGM Chester Gray, Cal EMA Assistant Secretary for Operations Stephen Sellers, USGS Earthquake Expert Susan Garcia, Hayward Fire Dept Captain Thor Poulsen, Ready America

Why: Educate the next generation on how to prepare for earthquakes

Media contacts:

Brian Lowe | Communications Consultant

brian.d.lowe@gmail.com | 951 275 6449 (cell)

Captain Thor Poulsen

Public Education Officer | Emergency Services Office | Hayward Fire Department

thor.poulsen@hayward-ca.gov | 510 583 4948 (o) | 510 750 0107 (cell)