

***SHAKEOUT BREAKFAST LEADERSHIP SUMMIT TO FEATURE  
CITY OF LOS ANGELES MAYOR ERIC GARCETTI AND DR. LUCY JONES***

Region's Leaders Kick-off National PrepareAthon! Day  
in Preparation for Great California ShakeOut

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**WHEN:       Wednesday, September 30 2015**

6:30 AM - 7:30 AM **FOR MEDIA:** pre-shakeOut  
                          stories/demonstrations/expert interviews – home retrofit; how  
                          to build emergency kit; fire suppression; CPR, etc.  
7:00 AM - 7:30 AM Registration, breakfast, and networking  
7:30 AM - 9:30 AM Program featuring Mayor Garcetti and Dr. Lucy Jones  
9:30 AM - 10:00 AM Continued networking and interview opportunities for  
                          media

**WHAT:** Breakfast summit of government, business, and community leaders who will be updated on the status of new earthquake safety initiatives; learn about related issues for vulnerable communities, businesses, people with disabilities, and others; network with other leaders; and share activities for National PrepareAthon Day (9/30) and the Great California ShakeOut (10/15).

Media are encouraged to arrive by 6:30 am to view demonstrations of emergency equipment and safety procedures and conduct interviews with experts, all designed for use in stories in advance of ShakeOut day.

- Earthquake Brace and Bolt Program (California Earthquake Authority)
- How to retrofit your house/building (Simpson Strong-Tie)
- How to "Secure your Space" and Emergency Response Vehicle (ReadyAmerica)
- Urban Search and Rescue Equipment and Vehicles (Los Angeles Fire Department)
- Fire suppression and bystander CPR demonstrations (MySafe:LA)
- Emergency kit examples and Emergency Response Vehicle (American Red Cross)
- "Temblor" – new app for calculating cost of earthquake damage to your home (Temblor, inc.)
- Disabled, Access and Functional Needs: Challenges in a disaster (City and County of Los Angeles)
- Drop, Cover, and Hold On / Great California ShakeOut (Earthquake Country Alliance)

**WHO:** Mayor Eric Garcetti (City of Los Angeles), Dr. Lucy Lones (USGS), and representatives from the American Red Cross, California Earthquake Authority, Caltech, Earthquake Country Alliance, Federal Emergency Management Agency, Los Angeles County Office of Emergency Management, Los Angeles Fire Department, MySafe:LA, Providence Health and Services, Ready America, and the Southern California Earthquake Center at USC.

The morning's activities are organized by Earthquake Country Alliance Southern California (ECA SoCal) and MySafe:LA, in partnership with the City of Los Angeles, American Red Cross Los Angeles Region, ReadyAmerica, and many other partners.

**WHY:** We live under the constant threat of earthquakes in the Golden State. Learn the latest from experts, develop meaningful stories for your viewers/readers, and help get Southern California prepared.

**WHERE:** Los Angeles Fire Department  
Frank Hotchkin Memorial Training Center  
1700 Stadium Way, Los Angeles CA 90012

**WEBSITE:** [EarthquakeCountry.org/2015summit](http://EarthquakeCountry.org/2015summit)

The Earthquake Country Alliance (ECA) is a statewide public-private partnership of people, organizations, and regional alliances that work together to improve preparedness, mitigation and resiliency.

Learn more: [EarthquakeCountry.org](http://EarthquakeCountry.org)