



FOR IMMEDIATE RELEASE:
October 16, 2012

****MEDIA ADVISORY****
CEA and Red Cross Traveling Red Table™
Visit Shamu at SeaWorld

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What: *Shamu and friends* posed with the Traveling Red Table™ at **SeaWorld** San Diego as part of the statewide tour to promote participation in The Great California ShakeOut™ earthquake drill on October 18 at 10:18 a.m. This Traveling Red Table™ symbol and tour was created by the California Earthquake Authority (CEA) and American Red Cross (Red Cross) to highlight the Seven Steps to Earthquake Safety, with emphasis on ShakeOut™ registration to practice the fifth step – how to “Drop, Cover, and Hold On” when the ground shakes.



October 15, 2012: Shamu and friends are helping the CEA and Red Cross spread the word about The Great California ShakeOut™.

Who: *Shamu's* photo joins numerous other photos of celebrities who have posed with and signed the Traveling Red Table™ to show their support for everyone in California to get prepared! To see all the celebrity photos visit www.TravelingRedTable.org.

Why: California is home to about two-thirds of the nation's earthquake risk, with about 2,000 known faults throughout the state producing approximately 37,000 earthquakes a year, averaging 102 per day. According to a 2008 study, there's a 99 percent probability that Californians will experience one or more magnitude 6.7 or larger earthquakes in the next 30 years, potentially capable of causing extensive damage and loss of life. Yet relatively few (California) households have acted to mitigate losses and reduce injuries resulting from earthquakes.

More Info: CEA: www.EarthquakeAuthority.com and Red Cross: www.redcross.org/sandiego

Seven Steps to Earthquake Safety

PREPARE

- Step 1: Secure Your Space**
Secure your space, by identifying your hazards and securing moveable items.
- Step 2: Plan to be Safe**
Plan to be safe by creating a disaster plan and identifying communication needs.
- Step 3 : Organize Disaster Supplies**
Organize disaster supplies in convenient locations.
- Step 4: Safeguard Your Finances**
Safeguard your finances by strengthening your property and considering insurance.

SURVIVE

- Step 5: Drop, Cover, and Hold On**
Drop, cover, and hold on when the ground shakes.
- Step 6: Improve Safety**
Improve Safety by helping the injured, preventing further damage, and evacuating from tsunami zones.

RECOVER

- Step 7: Reconnect and Restore**
Restore daily life by reconnecting with others, repairing damage, and rebuilding community.

