



REVISED MEDIA ADVISORY

Memphis City Schools to Participate in the Great Central U.S. ShakeOut

Media is invited to Whitehaven Elementary School to observe drill and interview participants

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In recognition of the New Madrid Bicentennial of the 1811/1812 New Madrid earthquakes, Memphis City students, administrators, faculty and staff will take part in the *Great Central U.S. ShakeOut*. The school district is teaming up with the Central United States Earthquake Consortium (CUSEC) and other state and local partners to promote greater earthquake disaster preparedness of residents and organizations in the affected region. The *Great Central U.S. ShakeOut* is a Drop, Cover and Hold-On Drill developed to teach residents living and working in the central U.S. what to do when an earthquake strikes.

The Memphis City School district will take the lead in this educational earthquake preparedness campaign by conducting their district-wide earthquake drill at 10:15 a.m. on Friday, March 11, 2011. Drop, Cover and Hold-On drills will be conducted in Indiana on Tuesday, April 19, 2011 at 10:15 a.m., and in the remaining central U.S. states— Alabama, Arkansas, Georgia, Illinois, Kentucky, Mississippi, Missouri, Oklahoma, South Carolina and other organizations in Tennessee— on Thursday, April 28, 2011 at 10:15 a.m.

Date	Location	Time
Friday, March 11, 2011	Whitehaven Elementary School 4783 Elvis Presley Boulevard Memphis, TN 38116	10:15 a.m.

Media can arrive at Whitehaven Elementary at 10:00 a.m.

“SHELBY COUNTY SCHOOLS WILL NOT DROP COVER AND HOLD-ON ON FRIDAY MARCH 11, 2011. THEY WILL DROP COVER AND HOLD-ON ON THURSDAY, APRIL 28, 2011.”

For more information about the Great Central U.S. ShakeOut log on to www.shakeout.org/centralus or feel free to call or email the following contacts listed above.

To schedule interviews with Whitehaven Elementary school drill participants please call Quintin Taylor at 901-416-5628 or email him at taylorquintind@mcsk12.net

To schedule interviews with CUSEC drill participants please call Alisa Nave at 901-544-0542 or email her at anave@cusec.org

About CUSEC (www.cusec.org)

Established in 1983 with funding support from the Federal Emergency Management Agency, CUSEC's primary mission is, "... the reduction of deaths, injuries, property damage and economic losses resulting from earthquakes in the Central United States." CUSEC's primary objective is to provide dynamic support to multi-state response and recovery planning, resource acquisition; public education and awareness; promotion; mitigation, and research associated with earthquake preparedness in the Central United States. CUSEC Member States are those most vulnerable to the effects of earthquakes in the region and include Alabama, Arkansas, Illinois, Indiana, Kentucky, Mississippi, Missouri, and Tennessee.

About Memphis City Schools (www.mcsk12.net)

The Memphis City School's District Mission is Academic Achievement is #1. With strong leadership and community support MCS diligently works to: Accelerate the academic performance of all students, Establish a holistic accountability system that evaluates the academic, operation and fiscal performance of the school district, Build and strengthen family and community partnerships to support the academic and character development of all students, Create a school community that listens to student input and promotes student leadership and healthy youth development, Maintain a positive, safe, and respectful environment for all students, and Create a school community that is sensitive and responsive to the needs of an increasingly diverse population.

About TEMA (www.tnema.org)

The Tennessee Emergency Management Agency (TEMA) has the mission to coordinate emergency management response and recovery to reduce loss of life and property in the State of Tennessee. The Tennessee Emergency Management Agency (TEMA) is empowered by state law and by the Governor's executive authority (executive orders) to perform its mission of protecting the public from emergencies and disasters. TEMA provides multipliers of assistance by reaching out for mutual aid or assistance from other departments or agencies of the state, counties and municipalities, from other states and from the federal government. TEMA manages the flow of materiel, special teams and services to the incident commander. The foundation for this authority is Tennessee Code Annotated 58-2-101 through TCA 58-2-124. TEMA manages millions of dollars of federal grants and assistance provided to protect the people, property and the environment. TEMA performs as the staff of the Governor when a state declaration of emergency exists. It becomes TEMA's job to ensure that the orders of the Governor are implemented and enforced.