



Prepare. Plan. Stay Informed.



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FOR IMMEDIATE RELEASE

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THE GREAT SHAKEOUT ENCOURAGES DISASTER PREPAREDNESS

(ATLANTA – April 11, 2011) On April 28, more than 1 million people across 10 states will “Drop, Cover and Hold On” while participating in The Great Central U.S. ShakeOut, the largest earthquake drill ever organized in the region. The Georgia Emergency Management Agency/Homeland Security’s (GEMA) *Ready Georgia* campaign is supporting this effort in Georgia, joining households, businesses and schools across Alabama, Arkansas, Kentucky, Illinois, Mississippi, Missouri, Oklahoma, South Carolina and Tennessee. The event is being organized by the Central United States Earthquake Consortium, Federal Emergency Management Agency, U.S. Geological Survey and dozens of other partners.

Already more than 117,000 Georgia residents have signed up for the ShakeOut, when they will practice “Drop, Cover and Hold On” -- drop to the ground, take cover under a sturdy desk or table and hold on until the shaking stops. To participate, go to GEMA’s *Ready Georgia* campaign website at www.ready.ga.gov. Registration is free and includes information on how to plan the drill and communicate with others about earthquake preparedness.

Earthquakes are just one of the natural disasters that could impact Georgia. It is important to prepare for all hazards, but according to research from *Ready Georgia*, more than 80 percent of residents are not ready. By taking a few basic readiness steps -- preparing a kit of emergency supplies, creating an emergency communications plan, and staying informed about potential threats and their appropriate responses -- Georgians will be better prepared to survive on their own for at least three days. The ShakeOut is one of many resources available to help increase emergency preparedness. For more tips on how to prepare for an earthquake or other natural or man-made disasters, visit [Ready Georgia](http://ReadyGeorgia.com).

About Ready Georgia

Ready Georgia is a statewide campaign that educates and empowers Georgians to prepare for and respond to natural disasters, pandemic outbreaks, potential terrorist attacks and other large-scale emergencies. The campaign is a project of the Georgia Emergency Management Agency (GEMA)/Homeland Security and provides a local dimension to *Ready America*, a broader national campaign. *Ready Georgia* prepares residents for maintaining self-sufficiency for at least three days following an emergency and uses an interactive website, online community toolkit, advertising and public awareness media messaging to reach its audiences. For more information visit ready.ga.gov or find *Ready Georgia* at Facebook.com/ReadyGA and YouTube.com/ReadyGAfromGEMA.