



Earthquake Country **Alliance**
We're all in this together.

MEDIA ALERT

September 22, 2011

Countdown to the Great California ShakeOut
-- Only 4 weeks Left Until The Great California ShakeOut --
-- 7.5 Million Registered to Date --

Exactly 4 weeks from today, at 10:20 a.m. on October 20, **nearly ten million Californians** in businesses, government offices, organizations, neighborhoods, schools, and as individuals will participate in the largest earthquake drill ever! Why? Major earthquakes happen where people work, live, or travel in California. When each second counts, immediate quake-safe actions will save lives and minimize injuries. What's at stake is the ability of people to survive and recover quickly from the effects of one of nature's most powerful and destructive forces.

The drill known as The Great California ShakeOut has become **an important annual statewide event**. It offers an opportunity for individuals and emergency responders to prepare now so they can survive and recover following the next damaging earthquake.

Experts stress the importance for everyone to **participate by registering at www.ShakeOut.org**: "The best way to instinctively and immediately do the right thing when the shaking begins is to practice," according to Mark Benthien, Communications Director of the Southern California Earthquake Center at the University of Southern California. "The ShakeOut.org website has many resources the media can use as they begin their lead-up coverage to this important state-wide drill."

ShakeOut.org includes **guidelines for what to do before, during and immediately after an earthquake**, as well as downloadable emergency supply checklists (food, water, first aid supplies, clothing and bedding, tools and emergency supplies and special items for medical conditions), tips for food and water storage, and resources in 11 different regions throughout the state. "Our goal," says Benthien, "is to ensure that everyone has a plan -- and, after the fact, a survival story!"

Among the sponsors and organizers of The Great California ShakeOut are:

- Earthquake Country Alliance
- Southern California Earthquake Center
- U.S. Geological Survey
- Cal EMA
- California Earthquake Authority
- FEMA
- California Institute of Technology
- State Farm Insurance
- California Department of Education
- American Red Cross

In addition, many other government agencies, businesses, organizations, and community groups are promoting the ShakeOut to their members and constituents.

-- For additional information, go to www.Shakeout.org/media --