



Earthquake Country Alliance
We're all in this together.

MEDIA ALERT

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Northridge Target Store to be Focal Point for Southern California Coverage of 10/20 'Great ShakeOut'

What: As momentum builds for the World's largest earthquake Drill, The Great California ShakeOut on **October 20th**, media focus will center on the **Target store at Balboa & Nordhoff Streets in Northridge**, where employees, customers, and leaders will participate in emergency earthquake actions throughout the store **at 10:20 a.m.** This is an opportunity to show your audience the simple steps they can take to prepare and help more Californians be the next survival story.

National, state, and local leaders will then brief the media on what has happened as over 8.4 million Californians participated in the drill and why it is critically important for all Californians to be prepared. Additionally, the USGS and Target will announce a Memorandum of Understanding (MOU) – the first private sector MOU the USGS has executed – which establishes a formal agreement to exchange information related to natural hazards in the US.

Who: *Speakers:*

- Anne Castle: Assistant Secretary, U.S. Dept. of the Interior
- Mike Dayton: Acting Secretary, California Emergency Management Agency
- Glenn Pomeroy: CEO, California Earthquake Authority
- Daryl Osby: Chief, Los Angeles County Fire Department
- Mitch Englander: Councilman, City of Los Angeles
- Lucy Jones: Chief Scientist, USGS SAFR Project
- Cary Strouse: SVP of Stores, Target

Additional Experts Available for Sidebar Interviews:

Mark Benthien, Executive Director, Earthquake Country Alliance
Richard McCarthy, Executive Director, CA Seismic Safety Commission
Paul Schulz, CEO, American Red Cross Los Angeles Region
Monica Buchanan, State Farm Insurance
Ken Hudnut, Southern California Coordinator, USGS
Jean Weaver, International Program Coordinator (acting), USGS
FEMA Representatives
Delegates from Mexico, Japan, Chile & China

When/ **Thursday, October 20, 2011**

Where: Target
8999 Balboa Blvd
Northridge, CA 91325

4am to 9:30am (+11am and 12noon): individual interviews, big “shaker”
9:30am to 10:00am: Prep for ShakeOut Drill/Position observers and media
10am to 10:19am: Demonstration & explanation at designated in-store locations
10:20am: ShakeOut Drill & Broadcast over PA
10:22am: Store “impact assessment” / Distribute kits to customers
10:30am: Press Conference
11:15am: Conclude

Visual:

- Drill inside Target store with employees reacting to a drill; customers will also be invited to participate.
- Target distributing preparedness material to customers & employees
- displays of earthquake mitigation and preparedness products
- National and local leaders coming together to get ready for the inevitable earthquake
- Announcing of MOU between Target & USGS Natural Hazards
- Big Shaker (from 4am)

For more information, visit shakeout.org/media

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