**Key 2021 ShakeOut Media Events in California**

From webinars to shake trailer experiences and press conferences, media are invited to attend these ShakeOut activities for interviews, stories, and visuals.

NEWS PROVIDED BY

Earthquake Country Alliance

LOS ANGELES, Oct. 18, 2021 – International ShakeOut Day is Thursday, October 21. Media are invited to attend these key ShakeOut-themed events around California for interviews, visuals, and more. See [ShakeOut.org/messaging](https://www.shakeout.org/messaging) – messaging, B-Roll, graphics, and animated GIFs to aid reporting on preparedness and ShakeOut.

**Earthquake Threats in California (Online Public Event)**

Experts discuss California earthquake hazards. Wednesday, October 20; 11:00 AM – 12:30 PM PT. Live virtual event, registration required: <https://www.eventbrite.com/e/earthquake-threats-in-california-tickets-144128075955>. Contact: Mark Benthien, Southern California Earthquake Center / University of Southern California (213.926.1683, benthien@usc.edu).

**Big Shaker Earthquake Trailer in Hayward (Visual Op for Media)**

Media opportunity for simulated shaking / interviews with experts (Janet Ruiz, Insurance Information Institute; Jenn Strauss, UC Berkeley / MyShake). Wednesday, October 20, by appt. Ready America, 26062 Eden Landing Road, Hayward CA. RSVP & Contact: Janet Ruiz, Insurance Information Institute (707.490.9365, [janetr@iii.org](mailto:janetr@iii.org)).

**Be Red Cross Ready for Earthquakes (Online Public Event)**

Virtual event focused on home earthquake preparedness. Thursday, October 21, 1:30 – 2:30 PM PT. Live virtual event, registration required: <bit.ly/ShakeOutRedCross>. Contact: Ethan Walker, American Red Cross Central California Region (805.603.3316, [ethan.walker@redcross.org](mailto:ethan.walker@redcross.org)).

**Great California “Online” ShakeOut (Online Public Event)**

YouTube Live event with earthquake drills, trivia and prizes, speeches from officials, educational presentations / videos, and a MyShake app demonstration. Thursday, October 21, 8:30 AM – 11:00 AM PT. No registration – visit [YouTube.com/greatshakeout](https://youtube.com/greatshakeout) to watch. Contact: Jason Ballmann, Southern California Earthquake Center / University of Southern California (562.884.2360, ballmann@usc.edu).

**ShakeOut Press Conference and Drill (In-Person Media Event)**

Press conference and earthquake drill with the County of Los Angeles, California Governor’s Office of Emergency Services (Cal OES), and Charles Drew University of Medicine and Science. Thursday, October 21, 09:45 AM Press conference, 10:21 AM drill. In-person. 1731 E 120th St, Los Angeles, CA 90059. RSVP & Contact: Jon Gudel, California Governor’s Office of Emergency Services, (916.845.8813, jonathan.gudel@caloes.ca.gov).

**MyShake App Test (Public Alerts Test)**

Starting at 10:21 AM PT on Thursday, 10/21, test of MyShake app with guidance to Drop, Cover, and Hold On! Contact: Jon Gudel, California Governor’s Office of Emergency Services, (916.845.8813, [jonathan.gudel@caloes.ca.gov](mailto:jonathan.gudel@caloes.ca.gov)).

[*ShakeOut.org*](https://www.shakeout.org/)*, is managed by the Southern California Earthquake Center (SCEC) at the University of Southern California, with funding from the National Science Foundation, United States Geological Survey, and Federal Emergency Management Agency*