

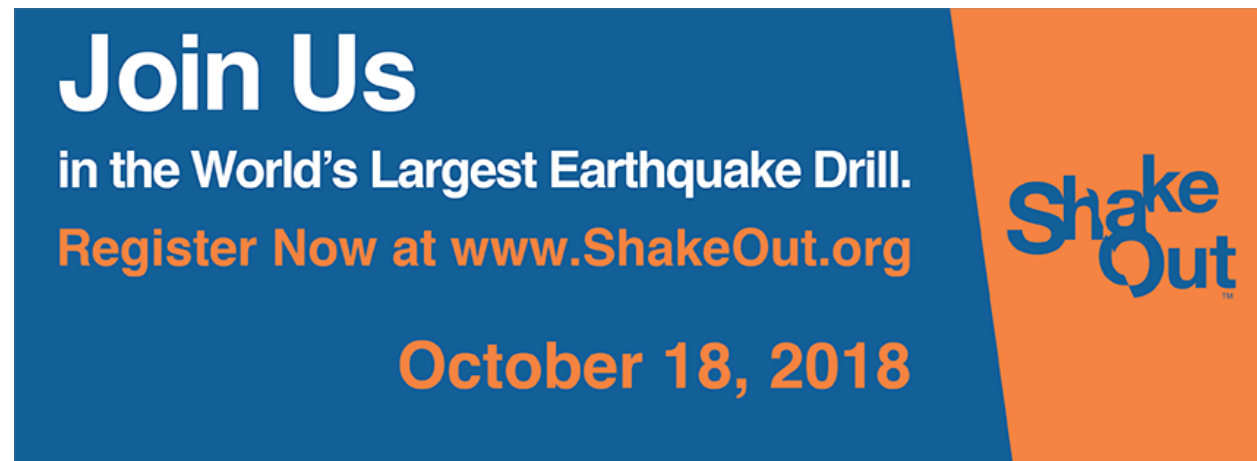
Great California ShakeOut: Bay Area Primary Media Event – City of Berkeley Civic Center Park

International ShakeOut Day is Thursday, 10/18!

NEWS PROVIDED BY
Earthquake Country Alliance

BERKELEY, CA, Oct. 16, 2018 The Great California ShakeOut provides an opportunity for the whole community to come together and improve their earthquake safety each third Thursday of October. Participants register their commitment and find earthquake safety resources at ShakeOut.org/california.

The main Bay Area media event at the City of Berkeley's Civic Center Park will have highly visual, engaging interview and photo opportunities featuring earthquake experts, exhibits, demonstrations, and a [Drop, Cover, and Hold On](#) drill with City of Berkeley staff and partners. You can see other media and/or public events around the state at ShakeOut.org/california/media/venues.

A graphic banner for the ShakeOut event. It features a blue background on the left and an orange background on the right. The text "Join Us" is in large white font on the blue background. Below it, "in the World's Largest Earthquake Drill." is in white, and "Register Now at www.ShakeOut.org" is in orange. At the bottom, "October 18, 2018" is in orange. On the orange background, the "ShakeOut" logo is displayed in blue and white.

Join Us
in the World's Largest Earthquake Drill.
Register Now at www.ShakeOut.org
October 18, 2018

Shake
Out

Download graphics, videos, and other messaging needs for reporting at ShakeOut.org/messaging and get story ideas and events listings at ShakeOut.org/media.

EVENT DETAILS:

WHERE:

City of Berkeley Civic Center Park
2151 Martin Luther King Way
Berkeley, CA 94704

WHEN:

Date and Time: Thursday, October 18, 2018, 4:30 AM - 1:00 PM

4:30 AM – 9:00 AM: Interviews with experts, in and around Ready America’s Shake Trailer in Berkeley Civic Center Park

9:00 AM – 10:00 AM: Press Conference with City of Berkeley Mayor Arreguín and leadership in addition to local, state, regional, and federal officials and earthquake experts in Berkeley Civic Center Park

10:18 AM – 10:19 AM: ShakeOut earthquake drill (Drop, Cover, and Hold On!) outside near press conference in Berkeley Civic Center Park

10:30 AM – 1:00 PM: Exhibitor Fair and continued interviews in Berkeley Civic Center Park

Note: Ready America Big Shaker Trailer will be onsite for shots from 4:00 AM – 1:00 PM.

WHO:

Representatives from the U.S. Geological Survey, Federal Emergency Management Agency, California Governor’s Office of Emergency Services, California Geological Survey, Alameda County, City of Berkeley, Ready America, California Earthquake Authority, Insurance Information Institute, Southern California Earthquake Center, and the Earthquake Country Alliance.

WHAT:

Drop, Cover, and Hold On drill for hypothetical earthquake scenario with City of Berkeley staff and partners, in addition to informational exhibits and demonstrations by partners’ experts, The Big Shaker (earthquake simulator), and a press conference, highlighting International ShakeOut Day (October 18).

Additional information regarding press conference speakers, expert interview list and available preparedness and response demonstrations will be provided at a later time.

LINKS:

Main ShakeOut Media Page: ShakeOut.org/media

Messaging, Graphics, and Videos: ShakeOut.org/messaging

Complete List of Media Venues: ShakeOut.org/california/media/venues

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