



MEDIA ADVISORY

2017 GREAT CALIFORNIA SHAKEOUT SOCAL PRIMARY MEDIA EVENT TO BE HELD AT NATURAL HISTORY MUSEUM OF LOS ANGELES COUNTY, THU., OCT. 19

- WHAT:** Earthquake Country Alliance, organizer of the International ShakeOut Day, will be hosting the annual Southern California Primary Media Day Event at Natural History Museum of Los Angeles County (NHM) at Exposition Park (4 a.m.-1 p.m.).
- WHO:** The 2017 Great California ShakeOut Southern California Primary Media Day Event will include the following activities:
- (4 a.m.-1 p.m.) Media opportunities with the new Ready America’s “Big Shaker” earthquake simulator and demonstrations of the “Seven Steps to Earthquake Safety.”
 - (9-9:45 a.m.) Press conference with invited elected officials.
 - (10:19 a.m.) Drop, Cover, Hold-On and/or Lock, Cover, Hold On drill with students.
 - (10:20 a.m.-12 noon) Earthquake response exercise featuring students evacuation; Community Emergency Response Teams (CERT) from Los Angeles Fire Department, Tri-City (Cities of Gardena, Hawthorne & Lawndale) and California Science Center; mass care and shelter operations conducted by the Los Angeles Recreation and Parks and Emergency Management Departments; mass feeding operation done by Salvation Army, Emergency Network Los Angeles and Be More Prepared; and a live communications demonstration with the Los Angeles County Operational Area’s Ham Radio networks.
- WHERE:** Natural History Museum of Los Angeles County (900 Exposition Boulevard, Los Angeles, CA 90007)
- NOTES:** Media are required to RSVP for the Ready America “Big Shaker” earthquake simulator in advance to Leo Fumia (760) 644-5239 or leo@readyamerica.com.
- Media truck parking is located on Exposition Park Drive between the Los Angeles Memorial Coliseum and NHM; entrance is located off of 39th Street and Figueroa Street. Media vehicles park in Lot 3 located on Bill Robertson Lane.
- CONTACT:** Ken Kondo, 213-792-5128 –C; kkondo@ceooem.lacounty.gov
 Chris Ipsen, 213-359-2234 – C; chris.ipsen@lacity.org
 Fred Mariscal, 310-740-0967 – C; fred.mariscal@redcross.org
 Kristin Friedrich, 213-763-3532; kfriedrich@nhm.org
 Margaret Vinci, 626-840-3005 – C; mvinci@gps.caltech.edu