



MEDIA ADVISORY

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WASHINGTON, DC, EVENTS HIGHLIGHT 26 MILLION PEOPLE PARTICIPATING IN “GREAT SHAKEOUT” DRILLS WORLDWIDE IN 2014

- WHY:** Everyone, everywhere should know how to protect themselves during earthquakes. Even if earthquakes are rare where you live, they may happen where you travel, so it's important to know and practice what to do to be safe.
- WHAT:** *Great Shakeout Earthquake Drills* are annual opportunities for everyone, everywhere to practice how to "Drop, Cover, and Hold On" to avoid injuries during earthquake shaking, and to get more prepared for all disasters. Visit ShakeOut.org to register to be counted, learn how to participate, and much more. (Social media: #shakeout; twitter.com/shakeout, facebook.com/greatshakeout)
- WHO:** A record number of more than 25.6 million worldwide (as of 10/15) will participate in schools, businesses, government agencies, organizations, communities, and homes, in 47 states and U.S. territories, across Canada and Japan, and in more than 45 other countries (see www.ShakeOut.org for participating regions and up-to-date totals).
- WHEN:** Most participants hold their ShakeOut drill on Thursday, 10/16 at 10:16 a.m. (the "International ShakeOut Day of Action"). Drills can also be registered any day through the end of the year.
- KEY VENUES:** **Washington National Cathedral:** Media availability and live interviews, 5:30 AM to 9 AM. 3101 Wisconsin Ave NW. West Front, facing Wisconsin Avenue
Three years after a magnitude 5.8 earthquake caused \$25 million worth of damage to its pinnacles, buttresses and ceilings, Washington National Cathedral will host experts from USGS, FEMA, and ShakeOut (Global Coordinator and Southeast regional coordinator)
Media MUST RSVP to Meredith MacKenzie at Meredith@westendstrategy.com
- U.S. Chamber of Commerce:** 200+ person "ShakeOut" drill and interviews, 10 AM to 11 AM
1615 H St NW, Washington, DC 20062
More than 200 participants of the *4th National Conference on Building Resilience through Public-Private Partnerships* will "Drop, Cover, and Hold On," led by ShakeOut Global Coordinator Mark Benthien. The conference is a partnership between the U.S. Chamber of Commerce Foundation, the U.S. Department of Homeland Security, the Federal Emergency Management Agency, and U.S. Northern Command.
Set up is at 10 am for 10:15 ShakeOut drill. One-on-one interviews will follow immediately after the 5 minute drill. RSVP to Ines Pearce: 206-898-9933, ines@pearceglobalpartners.com
- Other drills nationwide** may also be suitable for media; call 213-740-1560 for information. California media venues are listed at <http://www.shakeout.org/california/media/venues/>
- ShakeOut Global Coordinator:** Mark Benthien is available in DC today (10/15) for phone or in-person interviews. Call 213-926-1683.
- Graphics:** See www.shakeout.org/graphics and www.shakeout.org/resources
- MORE INFO:** Great ShakeOut earthquake drills began in Southern California in 2008 and have rapidly grown to be the world's largest preparedness activity. The Southern California Earthquake Center (SCEC) at the University of Southern California coordinates and assists all regions and manages the www.ShakeOut.org website with support from the Federal Emergency Management Agency (FEMA), National Science Foundation (NSF), U.S. Geological Survey (USGS), and other sponsors. Learn more and register at www.ShakeOut.org.

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