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EARTHQUAKE SIMULATOR SHAKES UP LOCAL SHOPPING CENTER Ready America and Walmart Promote Earthquake Preparedness

SEATTLE, WA (October 6, 2012) – The BIG SHAKER, the world’s largest mobile earthquake simulator, rumbled into the Walmart store in Federal Way on Saturday to bring awareness of the importance of earthquake preparedness.

Earthquake preparedness specialists Ready America and Walmart are working together to inform the community on the dangers of earthquakes and what actions can be taken now to be prepared.

“By partnering with Ready America for the BIG SHAKER event, we were able to give our customers a chance to see, hear and feel why it’s so important to be ready,” said Walmart Seattle Market Manager Marc Pelham.

Saturday’s event was a lead up to the inaugural Great Washington ShakeOut scheduled for October 18, 2012 which is expected to be the largest earthquake drill in state history.

Western Washington lies in the Cascadia Subduction Zone and Washington State Department of Ecology scientists say the zone may be storing up energy to generate a catastrophic earthquake. They say it could release more than 1000 times the energy of the Nisqually Earthquake that shook Seattle in 2001.

There’s also the Seattle Fault, a zone of multiple thrust faults that cross Puget Sound and run right underneath the city of Seattle near Interstate 90.

“Nisqually was a magnitude 6.8 quake, but the next one is expected to be much bigger,” said Ready America spokesperson Taylor Reese. “People need to take earthquake preparedness seriously because it’s not a question of if, but when we get that big one.”

Most injuries in earthquakes are caused by tall, top-heavy pieces of furniture falling on people so things like flat screen TVs, wall units, bookcases and even breakables need to be secured. 3-day emergency kits are another must because first responders may not get to you for the first 72 hours after a quake.

“You should also have Grab ‘n Go 3-day emergency kits to ensure you and your loved ones survive,” added Reese. “They contain essentials like food and water, first aid kits, emergency lighting and more so store them in places where you spend four or more hours per day such as your home, office, or car.”

To learn more about Ready America please visit www.readyamerica.com. For more information on Walmart go to www.walmart.com. Details about the Great Washington ShakeOut can be found at www.shakeout.org/washington/

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