



CDM

Media Advisory

FOR IMMEDIATE RELEASE
Monday, May 16, 2005

MEDIA CONTACTS / RESERVATIONS:

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Governor's Office of Emergency Services to Launch Major Statewide Disaster Preparedness Campaign During Disaster Conference

Highlighting disaster tips for children, the disabled and pets

WHEN: Tuesday, May 17, 2005 at 10:30 a.m.

WHERE: Outside the Hyatt Regency Hotel, 1209 L Street in Sacramento
Corner of 12th and L. Discount parking coupon for \$9 parking will be provided upon arrival to media.

WHAT: While California faces its fair share of disasters - - from wildfires to earthquakes to winter storms - - more than 70 percent of the state's residents remain unprepared and more than half do not have a disaster plan. The Governor's Office of Emergency Services on Monday will announce the Sacramento-area launch of a year-long, statewide campaign designed to motivate Californians to "**Be Smart, Be Responsible, Be Prepared. Get Ready!**" It will take place at the second day of the three day Disaster Resistant California 2005 conference, aimed at strengthening California against all natural and human-caused disasters and emergencies.

WHO: Henry R. Renteria, Director, Governor's Office of Emergency Services
- General disaster preparedness campaign and Disaster Preparedness Month
Guna Selvaduray, PhD, Executive Director, Collaborative for Disaster Mitigation
- The importance of partnerships in strengthening communities
Richard McCarthy, Executive Director, Seismic Safety Commission
- The new "Homeowners Guide to Earthquake Safety unveiled
Michael Collins, Executive Director, California State Independent Living Council
- Preparedness for vulnerable populations, including the disabled, elderly and small children
Chris Johnson, Spokesperson, American Red Cross
- The importance of pet and livestock disaster preparedness

VISUALS: A child and pet demonstrate pet preparedness.

CAMPAIGN DETAILS: The campaign is funded mostly by private sponsorships. These include: \$2.5 million in product and in-kind contributions from Safeway/Vons; \$1 million from SBC Communications toward the California Fire Foundation's education initiative; public service announcement production services from Viacom Outdoor; printing 500,000 "10 Ways You Can Be Disaster Prepared" brochures funded by Allstate Insurance Company; and emergency preparedness gear and packs available at the Home Depot and Safeway stores. Conference available at <http://www.drc.ca.gov>.

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