



MEDIA ADVISORY: OCTOBER 14 - 30, 2014

D'Anne Ousley
(916) 325-3845
ousleyd@calquake.com

Lance Webster
(213) 321-2104
mediarelations@shakeout.org

RECORD 10 MILLION + TO PARTICIPATE IN GREAT CALIFORNIA SHAKEOUT

Major Events Planned in Bay Area and Southern California, Remembering Loma Prieta 25

- WHO:** More than 10 million Californians (25.2 million worldwide), a record total, will participate in schools, businesses, government agencies, organizations, communities, and homes, more than ever before. ShakeOut drills are organized in 47 states and U.S. territories as well as several other countries (see www.ShakeOut.org).
- WHAT:** *Great Shakeout Earthquake Drills* are annual opportunities for millions of people throughout California and around the world to improve their earthquake safety.
- WHEN:** Most participants hold their ShakeOut drill on Thursday, 10/16 at 10:16 a.m.
- 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. The recent South Napa Earthquake, the 20th anniversary of the '94 Northridge earthquake this past year, and the upcoming 25th anniversary of the '89 Loma Prieta earthquake (10/17) are critical reminders that this is Earthquake Country.

KEY MEDIA VENUES:

Biola University and City of La Mirada Earthquake Drill (Southern California)

October 16, 4 AM – 12 PM

Shake trailer simulations, interviews, press conference, and full-scale drill exercise with aftershocks. Details, including directions, schedule, and contacts:

http://www.shakeout.org/california/media/venues/venue_detail.php?event=7600

Loma Prieta 25 Symposium: Still on Shaky Ground (Bay Area)

October 16th, 9 AM – 5 PM

A public policy symposium to commemorate the 25th anniversary of the Loma Prieta earthquake and support future resilience action. Details, including directions, schedule, and contacts:

<http://lomaprieta25.com>

Many **other media events** are taking place in the Bay Area, Southern California, and elsewhere: <http://www.shakeout.org/california/media/venues/>

- WEBSITE:** www.ShakeOut.org/california provides many types of resources for participants and the media, such as drill manuals, graphics, event listings, and drill broadcasts.

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.

###