



Earthquake  
Country  
**Alliance**

*We're all in this together.*

**ADVISORY: Great California Shakeout Media Events - Southern California**  
International ShakeOut Day of Action is 10/15

The Great California ShakeOut provides an opportunity for the whole community to come together and improve their earthquake safety, involving more than 10 million people (and counting) this year.

Below are highly visual, engaging earthquake drills and exercises the media are encouraged to attend and cover.

Messaging, Graphics, and Videos: [ShakeOut.org/california/messaging](http://ShakeOut.org/california/messaging)  
Complete List of Media Venues: [ShakeOut.org/california/media/venues](http://ShakeOut.org/california/media/venues)

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**1. Los Angeles | USC ShakeOut Media Event and Exercise**

Location: University of Southern California, Watt Way, Los Angeles, CA 90089

Time: October 15, 2015, 4 AM - 10:45 am

Contact: Robert Perkins, University of Southern California, [perkinsr@usc.edu](mailto:perkinsr@usc.edu), 213-740-9226

More details: <http://bit.ly/1N80Xy4>

Join USC as the university drops, covers, and holds – and then simulates the aftermath and recovery from a major earthquake – joining more than 20 million people worldwide in observance of the eighth annual Great ShakeOut. The university observes the ShakeOut every year, but this year will be hosting a “dress rehearsal” of disaster response to provide participants with practice under realistic conditions. USC is the home of the Southern California Earthquake Center, the Earthquake Country Alliance and the ShakeOut drill.

**2. Los Angeles | MySafe:LA and LAFD Marlton School Earthquake Drill**

Location: Martin School for the Deaf and Hard of Hearing, 4000 Santo Tomas Drive, Los Angeles, CA 90008

Time: October 15, 2015, 10 am - 2:30 pm

Contact: Todd Leitz, MySafe:LA, [todd.leitz@mysafela.org](mailto:todd.leitz@mysafela.org), 213-379-0021

More details: <http://bit.ly/1WW2I68>

This year, MySafe:LA has created a drill unlike any other, by choosing Marlton School for the Deaf and Hard of Hearing in the Crenshaw District of South Los Angeles as the site for its annual ShakeOut Earthquake Drill. First responders will not be told any details of the number of people trapped and injured. This will provide realistic training for the firefighters who will respond to Marlton. To add to the realism will be the issue of

communicating with deaf and hard of hearing (DHH) students and staff.

### **3. Los Angeles | MySafe:LA Park La Brea Hi-Rise Earthquake Drill**

Location: Park La Brea Community Activities Center & Theater and Tower #49, 475 S Curson Ave, Los Angeles, CA 90036

Time: October 15, 2015, 3:30 - 6 pm

Contact: Todd Leitz, MySafe:LA, [todd.leitz@mysafela.org](mailto:todd.leitz@mysafela.org), 213-379-0021

More details: <http://bit.ly/1LfJAbQ>

This year MySafe:LA will be providing an afternoon earthquake education session for residents of Park La Brea, followed by a hi-rise rescue drill with the Los Angeles Fire Department. On October 15, the day of the Great ShakeOut, MySafe:LA has invited Park La Brea residents and those living in the surrounding neighborhoods, to an earthquake education seminar at 3:30 pm in the Park La Brea Community Activities Center & Theater. The session will provide tips on earthquake-proofing your home, what to do during an earthquake, and how to prepare to survive after the "Big One" strikes Los Angeles.

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