



Contact: D'Anne Ousley
(916) 325-3845 / ousleyd@CalQuake.com



Earthquake Country **Alliance**
We're all in this together.

MEDIA ALERT #3: Countdown to ShakeOut!

– *Great California ShakeOut Now Largest Earthquake Drill in World History* –

BULLETIN 1: Registration Surpasses 8 Million for Oct. 20 Statewide ShakeOut Drill

The Great California ShakeOut earthquake drill, set for October 20th at 10:20 a.m., now has over 8 million participants, surpassing the 2010 record of 7.9 million. The total will continue to climb for the next two weeks. Organizers are hopeful that registration will reach 8.4 million participants. See the latest up-to-date registration count at www.ShakeOut.org.

“This is now officially the largest earthquake preparedness drill ever!” said Cal EMA Earthquake and Tsunami Program Deputy Kate Long. “That’s a lot of people empowering themselves to prepare now so they can survive and recover when an earthquake strikes.”

BULLETIN 2: Great Resources Now Online for Reporting about the ShakeOut

You can access all the great resources listed below at www.shakeout.org/media.

- **Venues** – Statewide list of drills open to the media (and check regularly for additions);
- **Drill Broadcast** – Radio or TV stations are encouraged to air a one-minute “Drill Broadcast” recording on October 20th at 10:20 a.m. You can download recordings and join the list of Drill Broadcast Stations;
- **ShakeOut Graphics** – Graphics for use on air, online, or in print;
- **Registration Figures By Area** – Lists of participants by category, region or county;
- **Registration Comparisons With Last Year** – Compare this year’s ShakeOut registration figures with last years, by category of participant, region and county; and
- **Media Kit** – Complete Media Kit for Reporting about the ShakeOut

For more information, contact your local ShakeOut public relations representative. See P. 4 of the media kit, above, or contact one of media contacts listed here: www.shakeout.org/media

The Great California Shakeout earthquake drill is an annual event produced by the Earthquake Country Alliance, the Southern California Earthquake Center, Cal EMA, FEMA, U.S. Geological Survey, American Red Cross, State Farm Insurance, and the California Earthquake Authority.

###