



**NEWS ADVISORY**  
**- For Immediate Release: Nov. 11, 2008 -**

**Joint Press Conference for L.A. International Earthquake Conference, Great Southern California ShakeOut and Golden Guardian to Kick Off a Week of Earthquake Activities**

The L.A. International Earthquake Conference, Great Southern California ShakeOut and Golden Guardian will hold a joint press conference to kick off a week of activities related to earthquake preparedness, training, response, research, policy and public outreach, on Wednesday, Nov. 13, at 12:00 pm at the Omni Hotel in Downtown L.A.

This will be a final media briefing before the ShakeOut Drill, the largest earthquake drill in U.S. history, which begins at 10:00 am Thursday, Nov. 13 with over 5.1 million people participating. The ShakeOut and the Golden Guardian emergency response exercise are based upon the 7.8 San Andreas Fault earthquake scenario.

The press conference will also discuss the events and expected outcomes of the L.A. International Earthquake Conference, offer 3-D animations illustrating the ShakeOut Drill scenario which the media can use in news stories, and will explain the "Get Ready Rally," a large rally on Friday, Nov. 14, to help raise public awareness and participation in earthquake preparedness.

This is where you will get all your questions answered about ShakeOut, Golden Guardian, and earthquakes.

**WHEN:** Wednesday, November 12, 2008 at 12:00 pm (media check-in 11:30 am)

**WHERE:** Omni Hotel  
Hershey/Crocker Room  
251 South Olive Street  
Los Angeles, CA 90012

**WHAT:** Hear important details about this week's events including The Great Southern California ShakeOut and the statewide Golden Guardian emergency response exercise. 3-D animations of the earthquake scenario demonstrated by U.S.G.S. scientists. Explanation of the ShakeOut Drill, and the ShakeOut Rally.

**WHO:** Key Partners from

- The Great Southern California ShakeOut
- Golden Guardian 2008
- U.S. Geological Survey scientists releasing new 3-D earthquake animations for ShakeOut activities
- L.A. International Earthquake Conference

**SPEAKERS:**

- Greig Smith, Los Angeles Councilman
- Matt Bettenhausen; Director, California Governor's Office of Homeland Security
- Michael Freeman; Chief, Los Angeles County Fire Department
- Anne Kinsinger; Director, U.S.G.S. Western Region
- Brad Aagaard; Research Geophysicist, U.S.G.S.
- Dr. Lucy Jones; Chief Scientist, Multi-Hazard Demonstration Project, USGS; Co-Chair, Earthquake Country Alliance
- Mariana Amatullo; Director, Designmatters, Art Center College of Design

**CONTACTS:**

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