

The Great Southern California
ShakeOut



**Southern California Businesses:
Get Ready to Shake Out!**

ShakeOut is One-of-a-Kind

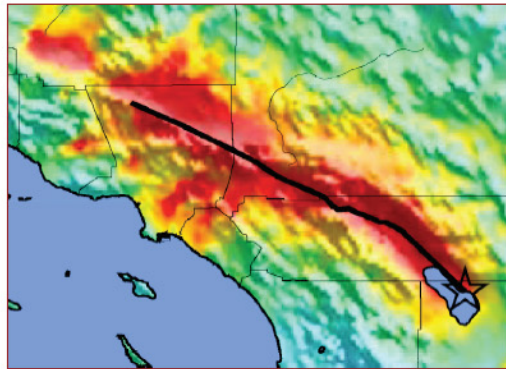
The Great Southern California ShakeOut is a week of special events featuring the **largest earthquake drill in U.S. history**, organized to inspire Southern Californians to get ready for big earthquakes, and to prevent disasters from becoming catastrophes.

An Earthquake Drill for the Record Books

At 10 a.m. on November 13, 2008, millions of southern Californians will "Drop, Cover, and Hold On." Why? An enormous earthquake is an inevitable part of our future, and the ShakeOut Drill is our chance to practice what to do when it happens. Individuals, families, businesses, schools and organizations will join firefighters, police officers, and other emergency responders in our largest-ever earthquake preparedness activity. Don't miss out!

Beyond the Drill

In addition to the ShakeOut Drill, there are many other ways to participate in the ShakeOut, tailored for businesses, schools, individuals, places of worship, and communities. Plus you can create your own event for your neighborhood, business or school. See the ShakeOut website for a schedule of all events.



This potential magnitude 7.8 earthquake on the San Andreas fault is the basis of the ShakeOut. The U.S. Geological Survey has led a collaboration of experts to understand how this earthquake would affect southern California. In an earthquake like this one, the shaking will last two to three minutes. The 1994 Northridge earthquake shook for seven seconds.

ShakeOut Major Events: November 2008

- ShakeOut Drill (Nov. 13)
- City of Los Angeles International Earthquake Conference (Nov. 12-14, iec.lacity.org)
- Golden Guardian Emergency Response Exercise (Nov. 13-19)
- L.A. Earthquake: Get Ready Rally (Nov. 14)
- Take One More Step (Nov. 14-16)

You Can Make a Difference!

Here is what businesses can do to *participate* in the ShakeOut, to *promote* participation in the ShakeOut, and to *prepare* for big earthquakes. More ideas are at www.ShakeOut.org/businesses.

Participate in the ShakeOut:

- Register at www.ShakeOut.org/register to be counted in the ShakeOut Drill, get email updates, and more.
- Have a *Drop, Cover, and Hold On* drill at 10 a.m. on November 13 and practice your earthquake plan.

Promote the ShakeOut:

- Encourage your employees to register as individuals.
- Download posters, flyers, and other materials at www.ShakeOut.org/resources.
- Add a link to www.ShakeOut.org on your website.
- Develop preparedness events for your community to register for the ShakeOut and get prepared.

Prepare for earthquakes:

- Encourage your employees to get ready at home and at work. Visit www.DareToPrepare.org.
- Inspect your facility for items that might fall and be damaged or cause injury and secure them.
- Develop or review your business continuity plan.
- Check your emergency supplies and equipment to make sure they are accessible and functional.
- Learn more at www.ShakeOut.org/businesses.

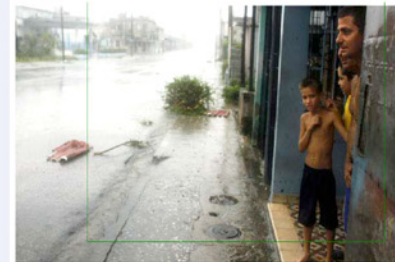
www.ShakeOut.org

Earthquake Country Alliance
ShakeOut Steering Committee
United States Geological Survey
California Office of Emergency Services
California Seismic Safety Commission
Southern California Earthquake Center
City of Los Angeles
Art Center College of Design
California Institute of Technology



ATTEND AN OPEN HOUSE
AT THE FOLLOWING LOCATIONS

- Huntington Beach CA
- Hermosa Beach CA
- Redondo Beach CA
- West Covina CA
- Riverside CA
- San Francisco CA
- San Jose CA
- Las Vegas NV
- Baton Rouge LA
- Honolulu HI
- Hilo HI



Awareness Heals Some



Planning Heals Communities

Join OTM, IGS and Horizon's Athletes for Environmental Cause:

The IGS launch will be held at 11 OTM locations throughout "earthquake country" and provide a fun, educational environment featuring regional athletes who support Southern California environmental issues. Invited athletes include Amercian Gladiator and MMA Fighter Gina "Conviction" Carano, Frank "The Legend" Shamrock, Huntington Beach Bad Boy Tito Ortiz, Affliction's Josh Barnett, MTV True Life's Kit Cope.... and more!

Registration:

Place your location details here
or call 310-270-3293 for info



**THE INTERNATIONAL
GREEN SHIELD**

Protects the people and the infrastructure
of areas regularly affected by natural disasters