



**Win \$1,000 or an iPad!  
Deadline extended for "Show Me ShakeOut" Poster & Video Contest**

JANUARY 27, 2016 (VICTORIA) – ShakeOutBC is extending the deadline for its "Show Me ShakeOut" poster and video contest to ensure students from across British Columbia have an opportunity to enter. The new submission deadline is April 25, 2016. The winners will be announced May 4 during Emergency Preparedness Week (May 1 to 7).

The poster contest is open to students in kindergarten to grade 7. Two winners will be awarded an iPad each. The video contest is open to students in grades 8 to 12. The winner will receive a \$1,000 bursary. Prizes are sponsored by the Insurance Bureau of Canada.

Winning submissions will be used in education materials about the importance of earthquake preparedness and how the simple steps of "Drop, Cover and Hold On" can save lives. They'll also be featured on the ShakeOutBC website ([www.shakeoutbc.ca](http://www.shakeoutbc.ca)), Twitter ([@ShakeOutBC](https://twitter.com/ShakeOutBC) & [@IBC\\_West](https://twitter.com/IBC_West)), [YouTube](https://www.youtube.com) and [Facebook](https://www.facebook.com).

Check out last year's winners here: <http://ow.ly/XwbfP>

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**Poster Guidelines:**

- There are two grade categories: K-3 and 4-7. One winner will be selected for each.
- Entries are limited to one per student. Posters must be on letter-sized paper (8.5 by 11 inches).
- Artwork should demonstrate a ShakeOut topic, e.g. "Drop, Cover and Hold On" or personal earthquake preparedness.
- Entries will be judged on message and content, keeping age and skill level in mind.
- Parents/guardians must complete a consent form giving ShakeOutBC permission to disclose their child's name and publish their artwork.

**Video Guidelines:**

- There is one category: grades 8 to 12. One winner will be selected.
- Entries are limited to one per student and can't be longer than two minutes.
- The video or animation should demonstrate a ShakeOut topic, e.g. "Drop, Cover and Hold On" or personal earthquake preparedness.
- Entries will be judged on concept, messaging and visual impact. All content must be original.



- Parents/guardians must complete a consent form giving ShakeOutBC permission to disclose their child's name and publish their video.
- Anyone appearing in the video must also complete a release form.

### Submitting Entries:

All submissions must include an entry and consent form with the student's name, grade, school and classroom teacher's name, as well as parent/guardian signatures.

- Poster Entry and Consent Form: <http://ow.ly/XwbKb>
- Video Entry and Consent Form: <http://ow.ly/XwbCf>
- Talent Release Form: <http://ow.ly/XwbGV>

### Where to send them:

- Poster entries can be mailed to:

Jennifer McLarty, Co-Chair, ShakeOutBC Organizing Committee  
c/o Emergency Management BC  
PO Box 9201 Stn Prov Govt  
Saanichton, BC V8W 9J1

- Video files can be submitted in hard copy to the above mailing address or via YouTube. Upload your video, mark it unlisted and email the link, along with completed release forms, to [info@shakeoutbc.ca](mailto:info@shakeoutbc.ca).

### About ShakeOutBC

This year's province-wide ShakeOutBC drill is scheduled for 10:20 a.m. October 20. The annual drill aims to raise awareness about BC's earthquake risk and the importance of "Drop, Cover and Hold On." In 2015, more than 770,000 British Columbians participated in the drill, joining more than 40 million people worldwide. For information about ShakeOutBC and how to participate visit [www.shakeoutbc.ca](http://www.shakeoutbc.ca).

### Why "Drop, Cover and Hold On"?

"Drop, Cover and Hold On" is internationally recognized as the best way to prevent injuries and save lives during an earthquake. Dropping to the ground prevents the earthquake from dropping you first. Taking cover and holding on helps protect you from flying objects and falling debris. Follow the link for short informational videos on proper form: <http://ow.ly/T2y2x>

### About Insurance Bureau of Canada

Insurance Bureau of Canada (IBC) is the national industry association representing Canada's private home, auto and business insurers. Its member companies make up 90% of the property and casualty (P&C) insurance market in Canada. For more than 50 years, IBC has worked with governments across the country to help make affordable home, auto and business insurance available for all Canadians. IBC supports the vision of consumers and governments trusting, valuing and supporting the private P&C insurance industry. It champions key issues and helps educate consumers on how best to protect their homes, cars, businesses and properties. P&C insurance touches the lives of nearly every Canadian and plays a critical role in keeping businesses safe and the Canadian economy strong. It employs more than 118,000 Canadians, pays \$6.7 billion in taxes and has a total premium base of \$48 billion.



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If you require more information, contact:  
Jennifer McLarty and Katja Magarin  
ShakeOutBC Organizing Committee Co-Chairs  
[info@shakeoutbc.ca](mailto:info@shakeoutbc.ca)