



**For Immediate Release**

**NEWS RELEASE**

**Victoria, BC, Tuesday October 11<sup>th</sup>, 2011: Call to Action for Media Participation in  
The Great British Columbia ShakeOut Drill on October 20<sup>th</sup>!**

The ShakeOut BC Organizing Committee is joining forces with California, Idaho, Nevada, Oregon, and Guam on October 20<sup>th</sup>, at 10:20 am to conduct a mass earthquake drill at the same time and day. This drill will enhance public awareness of the earthquake hazard in BC while emphasizing the importance of emergency preparedness at home and in the work-place. To date over 380,000 BC residents have signed up to participate!

**How does your Media Organization get involved?**

Register your organization on the website at [www.shakeoutbc.ca](http://www.shakeoutbc.ca) by visiting the media centre portion of the page. **Download the audio clip** available on the site. At 10:20 on October 20<sup>th</sup> play the audio clip on your station, or if you are not able to play the audio make an announcement to your viewing or listening audience that the Great British Columbia ShakeOut Drill is on, please Drop, Cover and Hold-On, as you would to protect yourself in the event of an earthquake.

**Why is it Important for Media to Participate?**

The public relies on the media during emergency situations for obtaining critical information on the emergency situation and what they should do. Your participation is vital in assisting to educate the public on the importance of being prepared for emergency events.

**What is involved in the Drill?**

During the drill, participants will be asked to follow the internationally recognized Drop, Cover and Hold-on safety procedure. Through your involvement and commitment to “air” the drill broadcast, participating residents and businesses can tune into your station at 10:20 am on Oct 20<sup>th</sup> to hear instructions on how to conduct the earthquake drill.

We hope you will register as a media participant and look forward to your participation.

ShakeOut BC Contacts: Heather Lyle, tel: 604-417-5819  
Brock Henson, tel: 250-889-0960  
Karen Lindsay, tel: 250-713-7708