

To: Media

From: BC Shakeout Organizing Committee

Invitation and Notice of Unique Photo Opportunity for Media

The BC Shakeout Organizing Committee would like to extend an invitation to the Media to attend a unique photo opportunity and demonstration of UBC Department of Civil Engineering's Earthquake Shake Table.

The Shake Table is a simulator that reproduces the shaking produced by earthquakes and demonstrates how structures may respond to an earthquake. UBC is conducting the demonstration as part of an Earthquake Symposium they are hosting to help promote the Great British Columbia ShakeOut drill.

Where: University of British Columbia,

Policy Labs A/B, Centre for Interactive Research on Sustainability (CIRS)

2260 West Mall

When: Tuesday, October 18th, 3:00 pm to 3:30 pm

Presenters: Dr. Carlos Ventura, Director of Earthquake Engineering Research Facility

Calvin Cheung, Emergency & Continuity Planner for UBC Risk Management Services

Also in attendance, will be representatives from the **ShakeOut BC Organizing Committee** and representatives from ShakeOut Campaign Sponsors --- **Insurance Bureau of Canada and FortisBC**.

A series of brief speeches, highlighting the importance of earthquake awareness, emergency preparedness and the ShakeOut drill (scheduled for Oct 20, 2011 at 10:20 am) will be followed by a demonstration of the Shake Table. The above speakers will be available to answer questions following the demonstration.

Please RSVP to this email info@shakeoutbc.ca or by calling one of the media contacts listed below so we can ensure room is set up for number of media attending and photo opportunities are maximized.

Further details and a press release will be available at the event.

Contacts for media event:

UBC Communications Coordinator, Kelli Seepaul, 604-827-3409

ShakeOut BC Organizing Committee Co-Chair, Heather Lyle, 604-417-5819