



For Immediate Release

NEWS RELEASE

October 18th, 2011

As the day of the Great British Columbia Shakeout draws near on October 20th at 10:20, members of the Shakeout Organizing Committee acknowledged the support of major corporate sponsors on Tuesday, The Insurance Bureau of Canada (IBC) and FortisBC. The event took place at the University of British Columbia (UBC) during an Earthquake Symposium to highlight ShakeOut BC, which featured earthquake specialists and a demonstration of the Shake Table, simulates how structures may respond during a seismic event and highlighted the need for British Columbians to be prepared in the event of an earthquake.

As stated by Heather Lyle, BC Shakeout Organizing Committee member, "The support from IBC and FortisBC has been tremendous. Without the support of these companies, the message to British Columbians to Drop Cover and Hold on while preparing themselves for an emergency would be much more difficult to disseminate. The leadership and commitment shown by IBC and FortisBC to public safety is very much appreciated by the organizing committee and by participants of the drill. We would also like to recognize UBC for hosting yesterday's media event and helping to promote ShakeOut BC as part of their earthquake symposium." The symposium and media event will be webcast on the UBC website at www.riskmanagement.ubc.ca

The Great British Columbia Shakeout is an earthquake drill that encourages residents to prepare for a seismic event by doing the Drop Cover and Hold On safety technique. British Columbia is participating along with California, Idaho, Nevada and Guam, making this upcoming ShakeOut the largest earthquake drill in North America. ShakeOut will occur annually on the third Thursday of October. With only a couple days left, BC has more than 485,000 registered participants. Lyle further added, "We encourage citizens to register and to visit the ShakeOutBC Website as well as the websites of our sponsors. All have valuable information that residents can use to assist them in preparing for emergencies." For more information on ShakeOut and our corporate partners visit www.shakeoutbc.ca.

You can also visit our corporate sponsor websites at www.fortisbc.ca and www.ibr.ca for more information.

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Media Contacts:

Heather Lyle 604-417-5819
Brock Henson, 250-889-0960
Karen Lindsay 250-713-7708