

Media Organizations Get Ready to ShakeOut!

On the third Thursday of October, thousands of British Columbians will “Drop, Cover, and Hold On” in The Great British Columbia ShakeOut, the largest earthquake drill in BC history!



News media organizations (radio, TV, print, online) play a crucial role in informing people about the Great British Columbia ShakeOut. Media organizations, reporters, writers, and others are encouraged to participate in several ways:

- Have your own earthquake drill on ShakeOutBC Day
- Register at www.shakeoutbc.ca/register
- Promote participation in the Great British Columbia ShakeOut
- Play the drill broadcast (available at www.shakeoutbc.ca/drill/broadcast)
- Report about the Great British Columbia ShakeOut

Learn more at ShakeOutbc.ca/howtoparticipate.

ShakeOutBC Day is a chance to practice how to protect ourselves, and to get prepared. Once you register, participation can be as simple as three easy steps:

1. Drop, Cover, and Hold On: Have your employees Drop to the ground, take Cover under a table or desk, and Hold On to it as if a major earthquake were happening (stay down for at least 60 seconds).

Practice now so that your employees will immediately protect themselves during an earthquake!

2. While still under the table, or wherever you are, look around and imagine what would happen in a major earthquake. What would fall on you or others? What would be damaged? What would life be like after?

3. Finally, you can practice what you will do after the shaking stops. Everyone can participate! Individuals, families, businesses, schools, government agencies and organizations are all invited to register.

Be a part of the largest earthquake drill in Canadian history on the third Thursday of October!



If you plan to broadcast the drill on ShakeOutBC Day, please let us know by signing up at www.shakeoutbc.ca/broadcasters.