



For Immediate Release

NEWS RELEASE

**The Great British Columbia ShakeOut
Be part of the largest Canadian earthquake drill on January 26, 2011**

Victoria, BC, Tuesday, October 12, 2010 – The BC Earthquake Alliance Society is organizing the first annual province-wide earthquake drill on January 26, 2011 at 10:00 am to enhance public awareness of the earthquake hazard in BC and encourage personal preparedness.

“During the drill, participants will be asked to “Drop, Cover and Hold On” for up to two minutes in response to a simulated earthquake event”, says Rob Johns, Co-Chair of the ShakeOut BC Organizing Committee.

The internationally recognized Drop, Cover and Hold On protocol requires individuals to:

- Drop to the ground (before the earthquake drops you!)
- Take Cover by getting under a sturdy desk or table, and
- Hold On to it until the shaking stops

“BC is located in one of the most seismically active regions in the country and the threat of a major earthquake is real”, says seismologist Dr. Garry Rogers with Natural Resources Canada. “In other parts of the world an increased awareness about what to do during an earthquake has been proven to reduce injuries and deaths”.

The Organizing Committee encourages individuals and organizations to register at www.shakeoutbc.ca to be counted in the drill and download ShakeOut BC materials to learn more about emergency preparedness.

The ShakeOut BC drill is modeled after the highly successfully California ShakeOut drill, which is now in its third year. The January 26th date marks the 311 anniversary of the last magnitude 9 earthquake in British Columbia. For more information, visit www.shakeoutbc.ca or email info@shakeoutbc.ca.

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