

For Immediate Release

NEWS RELEASE

**The Great British Columbia ShakeOut
Over 124,000 registered to participate in the
January 26, 2011 earthquake drill**

Across British Columbia, Tuesday, December 7, 2010 – As of this date, over 124,000 BC residents are registered to participate in the first annual province-wide earthquake drill on January 26, 2011 at 10:00 am. The drill, which is intended to enhance public awareness of the earthquake hazard in BC, has generated both public interest and corporate support.

“The Insurance Bureau of Canada is pleased to be a gold sponsor of this important initiative, said Lindsay Olson, Vice-President, BC, SK, MB at Insurance Bureau of Canada (IBC).

“Consumers and organizations will benefit greatly from knowing how to prepare for and respond to earthquake threats”.

During the drill, participants will be asked to follow the internationally recognized *Drop, Cover and Hold On* protocol:

- 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

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

The ShakeOut BC drill is modeled after the highly successful California ShakeOut drill, which is now in its third year. The January 26th date marks the 31st anniversary of the last magnitude 9 earthquake in British Columbia.

For more information, contact:

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