



For Immediate Release

NEWS RELEASE

**The Great British Columbia ShakeOut
Anniversary of the Haiti earthquake highlights need for January 26, 2011 drill**

Across British Columbia, Wednesday, January 12, 2011 – On the first anniversary of the Haiti earthquake, the BC Earthquake Alliance continues its efforts to organize the first annual province-wide earthquake drill to be held on January 26, 2011 at 10:00 a.m. Over 250,000 B.C. residents are registered to participate in the drill, which is intended to enhance public awareness of the earthquake hazard in B.C.

“We have learned from the Haitian earthquake and similar events around the world that an increased awareness about what to do during an earthquake can reduce injuries and deaths”, says Heather Lyle, Co-Chair of the ShakeOut BC Organizing Committee. “A 60 second audio clip has been produced to help initiate and facilitate the drill and can be downloaded from the ShakeOut BC website at: <http://www.shakeoutbc.ca/drill/broadcast/index.html>. The Committee seeks the assistance of media outlets to broadcast the audio clip on drill day, to help spread the word and make this a successful event”.

During the drill, participants will be asked to follow the internationally recognized Drop, Cover and Hold On protocol, for up to two minutes:

- 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 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. For more information, visit www.shakeoutbc.ca or email info@shakeoutbc.ca.

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