



## **The countdown to Canada's largest earthquake drill is on! Have you registered for the 2013 Great British Columbia ShakeOut?**

OCTOBER 2, 2013 (VANCOUVER) – You are invited to join thousands of British Columbians as they “drop, cover and hold on” for the 2013 Great British Columbia ShakeOut. The BC Earthquake Alliance and Insurance Bureau of Canada (IBC) are pleased to present Canada's largest earthquake drill this year on **Thursday, October 17, at 10:17 a.m.**

The province of British Columbia has officially proclaimed October 17 *ShakeOut BC Day*. Participating in the Great BC ShakeOut and practising the life-saving drill of “drop, cover and hold on” is an important step for you and your family to help you respond more quickly and effectively when an actual earthquake occurs. You can register for the BC ShakeOut at [www.shakeoutbc.ca](http://www.shakeoutbc.ca).

“Hundreds of thousands of people up and down North America's earthquake-prone west coast have already registered to participate. The ShakeOut drill is also a great time to review and update your emergency plans and supplies, so you can further minimize damage and injuries when an earthquake hits,” says Teron Moore, Co-chair of the Great BC ShakeOut Organizing Committee.

“Earthquakes can strike anywhere at any time. Although we cannot predict when the next big one will hit, we can prepare,” says Bill Adams, IBC Vice-President, Western & Pacific. “You can practise protecting yourself from an earthquake by annually participating in the BC ShakeOut drill, having an emergency plan and kit at the ready to protect your family for at least 72 hours.”

IBC and the insurance industry are leaders in preparing Canada for an earthquake. IBC's partnership with the Great BC ShakeOut is an important step toward raising awareness about the importance of earthquake preparedness. IBC has also commissioned research on how a major earthquake would affect Canada's western and eastern seismic zones. The study is expected to be released later this fall.

To find out why you should participate, check out this video:

[http://www.youtube.com/watch?v=CXAsiVSGAw&feature=player\\_embedded](http://www.youtube.com/watch?v=CXAsiVSGAw&feature=player_embedded)

To learn more about all the ways to participate in this year's ShakeOut drill, go to:

<http://www.shakeoutbc.ca/howtoparticipate/>

You can also download the BC ShakeOut audio drill broadcast and play it during your “drop, cover and hold on” drill on October 17 at 10:17 a.m. Listening to the broadcast will make your drill more interesting and informative. Click [here](#) to download the drill broadcast. If you are a TV or radio station that has agreed to play the drill on the day of the Great BC ShakeOut, have your name appear on our website by filling out this [form](#).

For more information about IBC and the 2013 Great British Columbia ShakeOut, visit [ibc.ca](http://ibc.ca).

[Fortis BC](#) and [BCAA](#) are also sponsors for this year's event. For a full list of sponsors and organizers, click [here](#).

### **About ShakeOut**

Great ShakeOut earthquake drills help people in homes, schools, and organizations practice how to be safe during big earthquakes, and provide an opportunity for everyone to improve their overall preparedness. By participating, you can have assurance that you, your family, your co-workers and millions of others will be better prepared to survive and recover quickly from the next big earthquake in your region. As of today, there are over 14.6 million people that have been registered to participate in ShakeOut drills in 2012, including over 10 million people, on October 18th.

### **About Insurance Bureau of Canada**

Insurance Bureau of Canada is the national industry association representing Canada's private home, car and business insurers. Its member companies represent 90% of the property and casualty (P&C) insurance market in Canada. The P&C insurance industry employs over 118,600 Canadians, pays more than \$7 billion in taxes to the federal, provincial and municipal governments, and has a total premium base of \$46 billion.

To view media releases and other information, visit the media section of IBC's website at [www.ibr.ca](http://www.ibr.ca). Follow IBC on Twitter [@InsuranceBureau](#) or like us on [Facebook](#).

-30-

If you require more information, BC Earthquake Alliance and IBC spokespeople are available to discuss the details in this media release.

To schedule an interview, please contact:

### **Helen Lialias**

Media Relations Officer  
Insurance Bureau of Canada  
416-362-2031 ext. 4312  
[hlialias@ibr.ca](mailto:hlialias@ibr.ca)