

CONTACT: Your Name, Agency  
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FOR IMMEDIATE RELEASE

**FIFTH ANNUAL “GREAT YOURREGION SHAKEOUT”**  
**SET FOR October XX, 20XX**

*All residents, businesses, and communities in YOUR CITY/STATE encouraged participate*

**CITY, St.** — Following FEMA’s “National Preparedness Month” in September, individuals and communities throughout YOURREGION will participate in the *Great YOURREGION ShakeOut* earthquake drill.

Held annually on the third Thursday of October, the *International ShakeOut Day* is set for Thursday, **October XX, 20XX**. During the self-led drill, participants practice how to “**Drop, Cover, and Hold On**”. Endorsed by emergency officials and first responders, the safe response to an earthquake is to:

If Possible

**DROP** where you are, onto your hands and knees. This position protects you from being knocked down by shaking and reduces your chance of being hit by falling or flying objects.

**COVER** your head and neck with one arm and hand.

- If a sturdy table or desk is nearby, crawl underneath for shelter
- If no shelter is nearby, crawl next to an interior wall
- Stay on your knees; bend over to protect vital organs

**HOLD ON** until the shaking stops.

- Under shelter: hold on to it with one hand; be ready to move with your shelter if it shifts
- No shelter: hold on to your head and neck with both arms and hands.

Or Adapt to Your Situation:

If you have difficulty getting onto the ground, or cannot get back up again without help, then follow these recommendations:

- If you are in a recliner or bed: Cover your head and neck with your arms or a pillow until the shaking stops.
- If you use a cane: Drop, Cover, and Hold On or sit on a chair, bed, etc. and cover your head and neck with both hands. Keep your cane near you so it can be used when the shaking stops.
- If you use a walker or wheelchair: **LOCK** your wheels (if applicable). If using a walker carefully get as low as possible. Bend over and **COVER** your head/neck with your arms, a book, or a pillow. Then **HOLD ON** until the shaking stops.

(Insert any recent or memorable earthquake events here) The April 2015 M7.8 Nepal earthquake and M8.3 September 16, 2015 earthquake near Illapel, Chile serve as reminders that large earthquakes can occur with little to no warning. Residents in the central U.S. are not immune to earthquakes—the region is home to several active seismic zones capable of producing damaging earthquakes, including the New Madrid and Wabash Valley Seismic Zones.

According to Spokesperson Name/Title Here, “While damaging earthquakes here may be fewer in number when compared to other areas, they can occur at any time wherever we work, live, or travel within the region and beyond. Everyone, everywhere should know how to protect themselves from an earthquake.”

The ShakeOut is free and open-to-the-public, and participants include individuals, schools, businesses, local and state government agencies, and many other groups. To take part in the ShakeOut, individuals and organizations are asked to join the drill by registering to participate [www.ShakeOut.org](http://www.ShakeOut.org). Once registered, participants receive regular information on how to plan their drill and become better prepared for earthquakes and other disasters.

To date, 2.4 million people are registered to participate in this regional event, however *Great ShakeOut Earthquake Drills* will also occur throughout the nation and in several countries worldwide. More than 45 million people around the globe are expected to participate; and in addition to safety drills, many participants take extra steps to become more prepared for earthquakes or other disasters.

*The Great YOURREGION ShakeOut is coordinated by the YOUR STATE/ORGANIZATION Name, the Federal Emergency Management Agency, the U.S. Geological Survey and dozens of other partners. ShakeOut is coordinated globally by the Southern California Earthquake Center at the University of Southern California.*

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