



NEW YORK CITY **OFFICE OF EMERGENCY MANAGEMENT**
Office of Public Information

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Mayor Michael R. Bloomberg today announced a \$200,000 gift from Alcoa for use in OEM's Ready New York preparedness campaign. OEM will soon be printing an additional 350,000 copies of the "Ready New York" guide, which will mark the midway point in our goal to reach the City's 2.9. Million households. The grant monies will also go to help fund an aggressive advertising campaign to bring emergency preparedness knowledge to next level, prompting New Yorkers to not only be aware of hazards, but to take action to be prepared for all types of emergencies.

"Preparedness is an issue that all New Yorkers must take seriously." Said Mayor Bloomberg. "Alcoa has become part of the solution in the effort to have all New Yorkers ready in case of an emergency." "The Ready New York guide is an important resource that we can all use to be prepared. "

The campaign's centerpiece, the "Ready New York" household preparedness guide, was created in collaboration with more than 20 government, private and non-profit entities. To better serve New York City's diverse population, the guide is available in Arabic, Chinese (Simplified and Traditional), English, Haitian Creole, Korean, Russian and Spanish.

Highlights from the Ready New York advertising campaign:

- To date, OEM has printed 1,052,000 copies of the guide, available to the public via 311 and City partners including State and local elected officials, the borough presidents, the American Red Cross, public libraries, community boards, and various other non-profit and community groups.
- From July to December 2003, OEM ran a successful public service announcement campaign on Time Warner Cable channels. The ads ran a total of 16,645 times at a value of \$5 million.
- The "Ready New York" PSAs ran on the stadium screens during New York Jets, Giants, Yankees and Mets home games in 2003.



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- Since March 2003, OEM's trained speakers have provided dozens of "Ready New York" preparedness presentations to various schools, tenant and block associations, and at Borough Presidents', town hall and community board meetings, and safety fairs.

Alcoa is the world's leading producer of primary aluminum, fabricated aluminum, and alumina. Alcoa is active in all major aspects of the industry - technology, mining, refining, smelting, fabricating and recycling. Alcoa's aluminum products and components are used worldwide in aircraft, automobiles, beverage cans, buildings, chemicals, sports and recreation, and a wide variety of industrial and consumer applications, including such Alcoa consumer brands as Alcoa® wheels, Reynolds Wrap® aluminum foil, and Baco® household wraps. Among its other businesses are vinyl siding, packaging machinery, precision castings, closures, fiber optic cables, and electrical distribution systems for cars and trucks.