

For Immediate Release

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NEW YORK CITY EMERGENCY MANAGEMENT INTRODUCES NEW PARTNERS IN PREPAREDNESS PUBLIC SERVICE ANNOUNCEMENT TO INFORM BUSINESSES AND ORGANIZATIONS OF FREE AVAILABLE RESOURCES FOR THEIR OPERATIONS

The campaign features private, public and health institutions from around New York City

February 23, 2021 — New York City Emergency Management Department today launched a new public service announcement (PSA) campaign featuring its Partners in Preparedness program (PIP). The new PSA encourages owners of small, medium and large size businesses or organizations to join the nationally recognized program that provides free resources to help prepare their partners, employees, and facilities for emergencies. Through the PIP program, businesses and organizations have access to a wide network of information and resources to continue their operations prior, during and after a disaster. Access to resources and business networks can be the lifeline to the survival of a business or organization. According to the Institute of Business and Home Safety, an estimated 25 percent of businesses do not reopen following a major disaster. Disaster statistics also show that up to 40 percent of businesses affected by a natural or man-made disaster never reopen, according to the Insurance Information Institute.

“New York City Emergency Management has a multitude of free resources for organizations, businesses, families and individuals to prepare for emergencies and any weather related disasters. Over the last year, we have all been reminded of the importance of having a plan and a network to rely on,” said **New York City Emergency Management Commissioner Deanne Criswell**. “Partners in Preparedness is a resource that all companies in New York City, regardless of the size of their staff or company should consider joining.”

The PSA features testimonials from active partners, including the Metropolitan Museum of Art, global law firm Shearman & Sterling, Memorial Sloan Kettering Cancer Center, and New York University who attest to the benefits of being part of the program. The new videos are available [here](#).

“New York City Emergency Management provides prudent steps to take to be prepared for any kind of emergency. We were very grateful to have the assistance of New York City Emergency Management. It's been tremendously helpful,” said **New York University Director of Emergency Management & Continuity at New York University Anne-Marie McLaughlin**.

“Partners in Preparedness provides businesses with access to resources and information that their organizations will need to further their commitment to preparedness and resiliency. Many of our partners make use of the Tabletop Exercise Toolkit and its various scenarios to evaluate their organization's level of preparedness in the event of an incident,” said **New York City Emergency Management Deputy Director for Public Private Initiatives Amanda Krawczyk**. “Having a business continuity plan is essential and evaluating its effectiveness is vital to an organization's success.”

Established in 2011, Partners in Preparedness is a nationally recognized program that supports organizations in preparing their employees, services, and facilities for emergencies. Partners come from all industries — including arts and entertainment; education; business, banking and finance; faith-based; health care; hospitality and service; community, nonprofits and government — and enjoy a range of benefits. This includes access to many resources and the support needed to be prepared and resilient.



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