



**New York City Office of Emergency Management**

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**FOR IMMEDIATE RELEASE**

#12-14

**NYC OFFICE OF EMERGENCY MANAGEMENT KICKS  
OFF NATIONAL PREPAREDNESS MONTH IN NEW YORK CITY**

*Over 50 events planned to highlight the importance of emergency preparedness*

*OEM screens medical thriller — Contagion (PG-13) — in Cadman Plaza Park*

**September 6, 2012** — NYC Office of Emergency Management (OEM) Commissioner Joseph F. Bruno today kicked off National Preparedness Month in City Hall Park. National Preparedness Month is a month-long, nationwide campaign, sponsored by the U.S. Department of Homeland Security, to promote emergency preparedness and encourage volunteerism. Each September, the New York City Citizen Corps Council (CCC) organizes National Preparedness Month activities throughout the city by bringing together disaster relief and other volunteer organizations to distribute information at fairs, host demonstrations, and lead preparedness presentations. This year OEM, CCC, and its partners will host more than 50 National Preparedness Month events throughout the five boroughs focusing on specific emergency events. Today, at key locations around the city, OEM is holding Ready New York preparedness demonstrations and distributing Ready New York guides. Contagion, a medical thriller film (PG-13), will be screened in Cadman Plaza this evening. Additionally, throughout September and the next year, preparedness public service announcements created through FEMA and OEM's partnership with the Ad Council will be running on TV, radio, in print and on the web. This is the fourth year such ads are running in New York. Finally, as a part of September's National Preparedness Month, J&R Music & Computer World will be offering discounts on emergency preparedness items. The Commissioner was joined by John Long, Federal Coordinating Officer from the Federal Emergency Management Agency (FEMA), Josh Lockwood, Chief Executive Officer of the American Red Cross Greater New York Region, and Abe Brown of J&R Music & Computer World.

“September is National Preparedness Month and the New York City Office of Emergency Management is committed to ensuring that all of the city's residents have the information they need to prepare themselves before an emergency occurs,” said Commissioner Bruno. “Taking the time to develop a disaster plan, assemble an emergency supply kit, and put together a Go Bag can help New Yorkers prepare for all emergencies. We are here today with some of our Partners in Preparedness, who have already committed to preparing their employees for all types of emergencies. Additionally, our Citizen Corps Council partners are at locations across the five boroughs today distributing our vital Ready New York guide.”

In addition to today's City Hall Park event, more than 175 volunteers from the New York City Citizen Corps Council are stationed at four other sites around the city today to distribute literature and remind their fellow New Yorkers of the importance of preparing for emergencies. Volunteers will hand out literature from 7 a.m. to 7 p.m., with the exception of the Staten Island location that end at 1 p.m. Additional locations include:

- **Bronx:** Fordham Plaza (across the street from Metro North station)
- **Brooklyn:** Borough Hall at Columbus Park
- **Queens:** Jackson Heights-Roosevelt Ave. MTA Station
- **Staten Island:** Staten Island Ferry Terminal

"FEMA is pleased to be working with the City of New York as we mark the ninth annual National Preparedness Month," said John Long, Federal Coordinating Officer with the Federal Emergency Management Agency. "It is only by working as a team that we can make great strides toward getting the public to know their role in building the resilient communities we need to confront all hazards."

"We are extremely proud to partner with New York City Office of Emergency Management in these efforts," said American Red Cross Greater New York Region Chief Executive Officer Lockwood. "No one can predict where or when disasters will strike, but preparedness steps taken today can save lives tomorrow."

For the first time ever the Office of Emergency Management will screen a movie just outside its headquarters on Cadman Plaza Park. The movie, Contagion, is a medical thriller directed by Steven Soderbergh. Its cast includes Matt Damon, Jude Law, Gwyneth Paltrow, and Kate Winslet. The movie, rated PG-13, will begin at sundown.

Each week during National Preparedness Month has a different emergency focus. The first week focuses on coastal storm emergencies; the second, utility disruptions; the third, fire safety; and, the last, flu preparedness. Each week will have a signature event, a Ready New York fair, and a public webinar focused on the theme. On September 11th OEM will partner with New York Cares for a 9/11 Day of Service and Remembrance, which encourages New Yorkers to support charitable causes, perform good deeds, or engage in other volunteer activities in observance of the anniversary of the September 11 attacks. Partner in Preparedness New York Cares will be offering various volunteer opportunities. These opportunities can be found on [www.nycares.org](http://www.nycares.org).

"J&R Music and Computer World is happy to join the City of New York's Office of Emergency Management in support of National Preparedness Month," said Rachelle Friedman, J&R President and Co-CEO. "J&R wants to be a partner in New Yorkers efforts to be prepared for any emergency. During the month of September we will be hosting preparedness events and offering discounts on emergency supplies. We would

like to thank Commissioner Bruno and the Partners in Preparedness program for all their efforts to engage the private sector.”

Last year, OEM launched its Partners in Preparedness program, which challenges private, not-for-profit, faith-based, and government organizations to take an active role in helping employees, volunteers, and their families prepare for emergencies. More than 150 organizations representing over 500,000 employees have already committed their support as Partners in Preparedness.

To become a Partner in Preparedness, organizations must complete five activities that help promote personal and family preparedness. Partners who complete these activities are eligible to display the Partners in Preparedness seal to show their commitment to emergency preparedness and partnership with the City. Partners in Preparedness activities can include:

- Encouraging co-workers and volunteers to register for Notify NYC, the City’s free real-time emergency notification system.
- Distributing and testing an emergency contact plan.
- Distributing OEM’s weekly preparedness messages via e-mail, Facebook, Twitter, etc.
- Hosting a preparedness display.
- Conducting a fire drill.
- Distributing Ready New York guides and Emergency Reference Cards to staff.
- Scheduling a work-from-home day or other method to test business continuity.
- Scheduling a blood drive or CPR training.

New York City organizations wishing to become Partners in Preparedness may register at [NYC.gov](http://NYC.gov).

In honor of National Preparedness Month, OEM rang the opening bell at the NASDAQ on Tuesday, September 4.

For more information on the *Ready New York* campaign, visit [www.nyc.gov/readyny](http://www.nyc.gov/readyny) or the Spanish-language website [www.nyc.gov/listony](http://www.nyc.gov/listony) or call 311.

### **How to Stay in Touch with OEM**

The Office of Emergency Management communicates directly with the public through a variety of tools, including Notify NYC. This is just one way the City of New York communicates urgent information to city residents. In addition to sending e-mails, text messages, and phone calls, the emergency notification office has the ability to activate NYC’s Emergency Alert System (EAS), which sends information immediately via television and radio. Residents can also visit Facebook, Twitter, and the agency’s website, [nyc.gov/oem](http://nyc.gov/oem) for more information. The public can sign up for Notify NYC by calling 311 or going to [www.NYC.gov/notifynyc](http://www.NYC.gov/notifynyc).

**MEDIA CONTACT:** Christopher Miller (718) 422-4888 | [cmiller@oem.nyc.gov](mailto:cmiller@oem.nyc.gov)

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