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

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**FOR IMMEDIATE RELEASE:**

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October 17, 2004

***NEW YORK POST TO INSERT OEM'S READY NEW YORK GUIDE  
IN OCTOBER 18 EDITION***

***Effort Designed to Help Prepare New Yorkers for All Types of Emergencies***

As part of the City's ongoing campaign to help New Yorkers prepare for emergencies, the Office of Emergency Management (OEM) has partnered with the *New York Post* to distribute copies of the Ready New York household preparedness guide. On October 18, every *New York Post* sold in the five boroughs will include a Ready New York insert, which offers tips and information about how residents can prepare for all types of emergencies. OEM encourages all New Yorkers to develop a household disaster plan, assemble an emergency supply kit, and put together a Go Bag – tools that will help residents take control in any emergency.

"People need to take action to prepare themselves and their families for emergencies," OEM Commissioner Joseph F. Bruno said. "With the leadership of the *New York Post* and our other partners, we have taken a significant step toward our goal of reaching every household in New York City. Every New Yorker who is prepared makes our neighborhoods and our city more resilient when emergencies strike."

"As a guardian of the public's well being for over 200-years, The New York Post is proud to join with the City's Office of Emergency Management in this partnership for preparedness," said Geoff Booth, VP and General Manager. "We hope every responsible New Yorker will read and heed the important information in Monday's Ready New York section."

Coordinated through the Mayor's Fund to Advance New York City, this partnership was made possible by support from Citigroup, the NY Mets, Nextel, ASIS, Goldman Sachs, Merrill Lynch, and Société Générale.

In addition to the approximately 500,000 Ready New York guides that will be distributed on October 18, an additional 60,000 copies will be printed for community organizations, libraries, and local elected officials. Following the *Post* print run, nearly two million



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Ready New York guides will have been distributed; the *Post* inserts represent a quarter of this number.

OEM's partnership with the *New York Post* marks another step toward helping New Yorkers prepare. Other Ready New York campaign highlights include:

- To date, OEM and its partners have printed 1.9 million copies of the Ready New York household preparedness guide to distribute to the public.
- From August to November 2004, OEM ran an outdoor advertising campaign to encourage New Yorkers to take steps to prepare for emergencies. The ads were featured on City buses, subways, and billboards throughout the five boroughs.
- In September 2004, in recognition of National Preparedness Month, OEM and the American Red Cross in Greater New York (ARC/GNY) hosted five Ready New York Nights, a series of interactive presentations designed to help New Yorkers better prepare for all types of emergencies.
- Since July 2003, OEM has run \$5 million worth of public service announcements on Time Warner Cable TV channels.
- Ready New York public service announcements also ran on stadium screens at major New York sporting venues in 2003 and 2004.

OEM is committed to educating New Yorkers about the hazards they face and ways they can better prepare themselves. In July 2003, OEM launched Ready New York – a broad campaign aimed at helping New Yorkers better prepare for all types of emergencies.

The Ready New York guide, the campaign's centerpiece, 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.

For a free copy of Ready New York, residents may log on to OEM's website at [www.nyc.gov/oem](http://www.nyc.gov/oem) or call 311.

The Mayor's Fund to Advance New York raises money to promote the general welfare of the City's residents and aid civic improvements. The Fund supports the work of many



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City agencies, including Education, Parks, Health, Transportation, and Cultural Affairs, and raises funds for many quality-of-life initiatives. Donations to the Mayor's Fund can be made by calling 311.

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