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NYC EMERGENCY MANAGEMENT REVEALS NEW EMERGENCY PREPAREDNESS SUPERHERO: READY GIRL

In a world where emergency preparedness is often taken for granted, one superhero is dedicated to getting every kid in New York City ready for any emergency

October 21, 2015 — The streets of New York City are now more prepared. The New York City Emergency Management Department today revealed its new emergency preparedness superhero, Ready Girl. Ready Girl made her first appearance in front of third graders from PS 39 in Brooklyn, and appeared with special guest and Marvel superhero, Spider-Man, to show the kids everything they need to know about emergency preparedness. The students learned how to make their own superhero costumes, identify their emergency contacts and pack their own Go Bags. Ready Girl also revealed her emergency superpowers, and gave away emergency coloring books and guides.

“Emergency preparedness is important to every New Yorker, from the youngest to the oldest, and we’re happy to have Ready Girl teach our students about the importance about being prepared before any emergency,” said Joseph Esposito, NYC Emergency Management Commissioner. “Ready Girl is fun, she’s innovative, but more importantly, she will connect with kids in a way that will get them excited about learning how to be prepared.”

“Marvel is very happy to be a part of New York City events like this with organizations that spotlight real heroes in the real world,” said Joe Quesada, Marvel Chief Creative Officer. “It’s great that New York City Emergency Management thought of Marvel when launching their program and we look forward to working with them on special projects in the future.”

“PS 39 is excited to have our third graders participate in the launch of this exciting program,” said Anita de Paz, Principal at PS 39. “We believe it is important to empower our students with the knowledge needed to stay safe in all types of emergencies. We can all be heroes when we are prepared and know what to do!”

Who is Ready Girl?

Ready Girl is a superhero and emergency manager who teaches kids about emergency preparedness. She takes her message all over New York City, visiting schools, making presentations, and dropping in on local fairs and community events. Ready Girl is part of the Ready New York for Kids’ program, an initiative dedicated to helping educate young students about the importance of emergency preparedness.

The event was held at Brooklyn Superhero Supply Co., a costume store by day, and a tutoring center by mid-afternoon. Located behind the secret door of the Brooklyn Superhero Supply Co, 826NYC, a nonprofit organization, provides students ages 6-18 with free programs that build creative and expository writing skills and help teachers inspire their students to write.

“There is nothing we at 826NYC and the Brooklyn Superhero Supply Co. like better than welcoming a new superhero into the community,” said Joshua Mandelbaum, Executive Director at 826NYC. “Welcome Ready Girl! Go forth and make the New York City ready!”

About Ready New York For Kids

During fall 2007, NYC Emergency Management and DOE launched the Ready New York for Kids preparedness program by distributing 1.1 million Ready New York for Kids guides to the City’s public school children along with classroom handouts for teachers. In 2008, NYC Emergency Management and DOE created a curriculum for children and teens to educate them on the importance of preparedness by making a plan with their families and gathering emergency supplies, like stay-at-home kits and Go Bags and most importantly bringing this information home to share it with their families. To date, NYC Emergency Management staff have visited 400 schools, conducted 800 workshops and assemblies, and trained more than 90,000 students.

Ready Schools focuses on three key messages:

- **Get Ready: *Make a Plan*** – Have at least two phone numbers – one local and one out-of-state number – you can call in an emergency and practice the plan with adults in your home.
- **Get Set: *Prepare a Stay-at-Home Kit*** – During emergencies that require you to stay at home, have extra food and water for all family members and a battery-operated radio for news updates.
- **Get Ready to Go: *Pack a Go Bag*** – During emergencies that require you to leave your home, have a Go Bag with emergency supplies.

Ready Girl and Ready New York for Kids are part of NYC Emergency Management’s Ready New York emergency preparedness program. Launched in 2003, the Ready New York program includes 12 multilingual publications, video content, an advertising campaign, interactive Web content, a speakers’ bureau, and extensive community outreach. Ready New York guides are available in 13 languages. For more information about Ready New York, visit nyc.gov/readyny or call 311.

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