



FOR IMMEDIATE RELEASE:

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**MAYOR BLOOMBERG, NYC OFFICE OF EMERGENCY MANAGEMENT,
FEDERAL EMERGENCY MANAGEMENT AGENCY, AND AD COUNCIL
KICK OFF NATIONAL PREPAREDNESS MONTH IN NEW YORK CITY**

*Introducing Partners in Preparedness Program for Businesses and Non-Profits to Show
Commitment to Employee Preparedness*

*New Readiness Challenge Tool Unveiled as Part of Ready New York Campaign to Assist
New Yorkers in Making an Emergency Plan*

Mayor Michael Bloomberg, NYC Office of Emergency Management (OEM) Commissioner Joseph F. Bruno, FEMA Administrator Craig Fugate, and the Ad Council's president and CEO Peggy Conlon today kicked off National Preparedness Month in Times Square by introducing the Partners in Preparedness program and unveiling the latest *Ready New York* public service advertisements. They were joined by TK from TK organization [INSERT OTHER ATTENDEES], who have already committed to helping their organizations prepare for emergencies as Partners in Preparedness.

MAYOR QUOTE

"It's not every week New York City sees an earthquake and a hurricane, but our recent experiences with both serve as great reminders of why it is so important to prepare for emergencies," said Commissioner Bruno. "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 to teach New Yorkers about how to make a plan, get a kit, and be informed."

FEMA QUOTE

"It is a privilege to have support from New York City Mayor Michael Bloomberg, Office of Emergency Management Commissioner Joseph F. Bruno and FEMA Administrator Craig Fugate, as we launch the next phase of this campaign," said Peggy Conlon, president and CEO of the Ad Council. "This localized effort is a critical part of our emergency preparedness efforts and I am confident that these PSAs will resonate with New Yorkers and encourage them to take precautionary steps." [NEEDS UPDATING]

This September, OEM is launching the 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.

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. More than 150 organizations representing over 500,000 employees have already committed their support as Partners in Preparedness.

Suggested Partners in Preparedness activities 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.

In celebration of National Preparedness Month, OEM and the Ad Council today also unveiled new print and radio public service advertisements designed to encourage all New Yorkers to prepare for potential emergencies.

As an extension of the campaign, a new Readiness Challenge tool was launched today. This online tool puts users in a real-life emergency situation, forcing them to make quick decisions at every turn. In addition to demonstrating the importance of being prepared, the Readiness Challenge ties in the Ready New York: My Meeting Place Facebook application and other OEM resources to help users get started on their emergency plans.

Ready New York is a local PSA campaign that aims to raise awareness among New York City's more than 8.2 million diverse residents about the importance of preparedness. The campaign asks individuals to do three key things: 1) get an emergency supply kit, 2) make a family emergency plan, and 3) be informed about the different types of emergencies that could occur and their appropriate responses. Since its launch in September 2009, media outlets have donated more than \$11 million in media support.

Created *pro bono* by ad agency Cramer-Krasselt, the new PSAs include radio, web banners and outdoor assets in both English and Spanish. The PSAs focus on the idea that

you are your family's first responder and it is up to you to make a plan for you and your family.

“We wanted to capture what it feels like to experience an emergency situation in order to motivate people and shake them out of their complacency —without having to resort to heavy-handed depictions or scare-tactics,” said Anne Bologna, General Manager, Cramer-Krasselt/New York. “Instead, we wanted to focus on the same thing each person would focus on in an emergency: family. The idea is to show how to protect and enable families should they ever face this situation.”

In addition to today's event in Times Square, more than 175 volunteers from the New York City Citizen Corps Council are stationed at five sites around the city today to distribute literature and remind their fellow New Yorkers about the importance of preparing for emergencies. Locations include:

- Brooklyn: MetroTech Center
- Bronx: The Hub (149th Street and 3rd Avenue)
- Manhattan: Times Square (in front of NASDAQ)
- Queens: Flushing Library (Main Street and Kissena Boulevard)
- Staten Island: Staten Island Ferry Terminal

Another event highlight this National Preparedness Month is the 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. New York Cares will be offering more than 1,000 volunteer opportunities for New Yorkers on September 11, including a project with OEM to assemble and distribute Go Bags with emergency supplies.

Later today, OEM will also ring the closing bell at the NASDAQ.

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 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.

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

CONTACT:

Mayor's Office:

OEM: Chris Gilbride (718) 422-4888, CGilbride@OEM.NYC.GOV

FEMA:

Ad Council: Lisa Cullen (202) 331-5052, <mailto:lcullen@adcouncil.org>

