

The Great Southern California ShakeOut November 12-16, 2008

Join us Thursday, Nov 13, 10 a.m.
for an Earthquake Drill like no other

Ready or Not, It's Coming

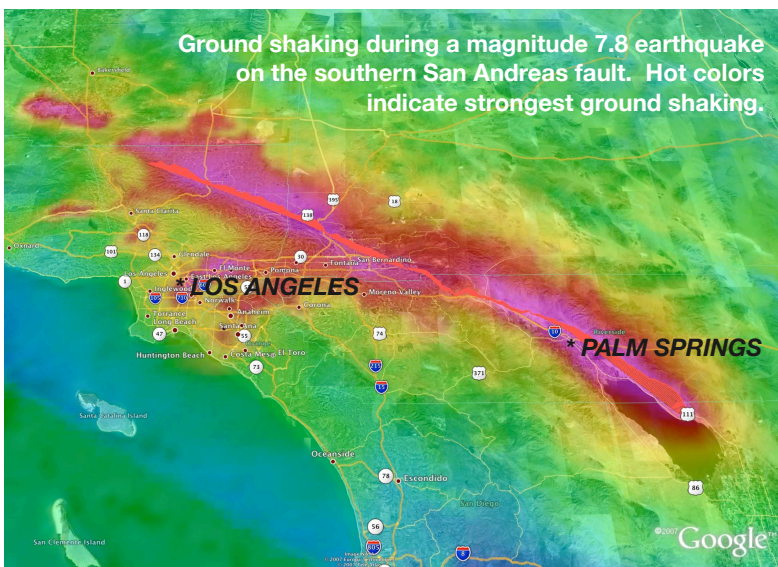
Imagine 21 million southern Californians across eight counties getting under their desks at the same moment to "Drop, Cover, and Hold On." Is it the Big One? No, but it could be. An enormous earthquake is an inevitable part of our future yet we are not ready for it. In fact, it is hard to envision what such an earthquake will be like. This November, thanks to the ShakeOut, we can get a clearer picture of this earthquake and prepare for the inevitable, in order to protect ourselves and reduce our losses.

A One-of-a-Kind Event

Millions of school children and residents plus thousands of businesses and organizations will join southern California's firefighters, police officers, and emergency responders in our largest-ever earthquake preparedness exercises. Elevating these activities to the world stage, the city of Los Angeles will concurrently host an international earthquake conference and then a public festival staged by the Art Center College of Design.

You Can Make a Difference!

If you join us, the ShakeOut can change lives - and save lives. We want every southern Californian to "Drop, Cover, and Hold On" at 10:00 a.m. on November 13, 2008, to make this the largest disaster drill in our nation's history. But don't stop there! There are many other ways to participate in the ShakeOut, tailored for individuals, businesses, schools, churches, and community groups.



Natural Disasters vs. Human Catastrophes

Natural disasters are unavoidable but we can control our readiness for them. In fact, the efforts we make now will determine our society's resilience later: do we bounce back quickly, slowly, or never? When a disaster strikes a society that is not ready for it, the consequences can be so widespread and severe that recovery takes decades, because society is a fabric that holds together through the strength of its interwoven threads. Disaster preparation begins at the individual level but must include businesses, organizations, institutions, neighborhoods, communities - and a recognition that our own preparations will affect the recovery of others.

A Vision of Catastrophe

- It's our future: a gigantic earthquake like this magnitude 7.8 (pictured at left) on the southern San Andreas fault.
- This earthquake is hypothetical and when the real thing happens, details may differ: different fault rupture; different shaking pattern. Still, understanding one event helps us prepare for others.
- An earthquake like this has long-term, regional consequences. Even if you avoid its strong ground shaking, you will be affected.
- The United States Geological Survey has led a collaboration of experts and professionals to understand how this earthquake would affect southern California, from seconds to decades after the event. The 2008 emergency responders' exercise, Golden Guardian, will be based on this earthquake's anticipated destruction.
- In an earthquake like this one, the shaking will last two to three minutes. The 1994 Northridge earthquake shook for seven seconds.
- The strongest shaking will be near the fault, with pockets of strong shaking far away from the fault where sediments trap the waves.
- An earthquake like this causes damage that will never occur in a smaller event like the magnitude 6.7, Northridge earthquake - not even if dozens of Northridge-sized earthquakes occurred simultaneously around the region.

www.ShakeOut.org

**Earthquake Country Alliance
ShakeOut Steering Committee**
United States Geological Survey
California Office of Emergency Services
California Seismic Safety Commission
Southern California Earthquake Center
City of Los Angeles
Art Center College of Design
California Institute of Technology



2008 THE GREAT SOUTHERN CALIFORNIA SHAKEOUT

JOIN US!

It's Up to All of Us

To keep our disasters from becoming catastrophes, we can and must take action. You know what to do during an earthquake. But afterward ...

- Can you reunite with your family without working cell phones?
- How long can you go without services like power or water?
- What if you can't travel to work for weeks?
- What if schools don't re-open?
- What if your money is inaccessible?
- What if the roads are impassable?
- What if you are fine but your neighbors need help?

Become a ShakeOut Participant

If you join us, the ShakeOut can change lives - and save lives! Sign up to participate at the ShakeOut web site. As a registered participant you will:

- **Get notified** with updates as the ShakeOut evolves;
- **Receive a disaster script** developed for the day of the ShakeOut Drill, to help you practice response to a magnitude 7.8 earthquake on the San Andreas fault;
- **Get connected** with other participants;
- **Set an example** that motivates others to get prepared.
- **Create and share** your personal ShakeOut activities.

You Can Take Action

With modest amounts of time, thought, and effort, we can make enormous improvements in our readiness for disaster.

DO THE DRILL!

- "Drop, Cover, and Hold On!" at 10 am on November 13, 2008.
- Encourage family, neighbors, and co-workers to participate in the Drill.

THE SHAKEOUT IS AN OPPORTUNITY

- to learn what to expect from an earthquake like this.
- to discover and reduce disaster vulnerabilities at home, at school, at work, at church.
- to help yourself and others.

BECOME RESILIENT

- Get ready for strong shaking.
- Be prepared for disaster aftermath.
- Use the ShakeOut web site to find resources, tips and solutions.

CONTRIBUTE TO THE SHAKEOUT

- Attend ShakeOut events.
- Help us spread the word about the ShakeOut.
- Become a ShakeOut volunteer.
- Develop your own ShakeOut events.
- Sponsor ShakeOut planning meetings, events, publications, education campaigns.

2008 The Great Southern California ShakeOut: Scheduled Activities

Wednesday November 12	Thursday November 13	Friday November 14	Saturday November 15	Sunday November 16
		The Earthquake Festival: Learn - and enjoy - at this outdoor extravaganza staged by Art Center College of Design.		
	The Golden Guardian Emergency Response Exercise for all state and local government first responders			
	ShakeOut Drill: The public drill for all southern Californians, including businesses, schools, and other organizations	Jump-Start Mitigation: Businesses apply their new knowledge about how to confront an event like this	Take One More Step: Local organizations and faith communities lead efforts to improve personal preparedness	
International Earthquake Policy Conference , hosted by the city of Los Angeles				<i>see website for updates</i>