



## Secretary Napolitano and FEMA Administrator Fugate Unveil New Ads to Encourage Emergency Preparedness

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Department of Homeland Security (DHS) Secretary Janet Napolitano today joined with Federal Emergency Management Agency (FEMA) Administrator Craig Fugate and the Ad Council to launch a new series of *Ready Campaign* public service advertisements (PSAs) designed to encourage all Americans to take steps to prepare for emergencies, kicking off September's National Preparedness Month.

"Preparedness is a shared responsibility that begins with the American people," said Secretary Napolitano. "These public service advertisements highlight the simple steps everyone can take to prepare for disasters, enhancing the safety and security of our country."

"Emergency response is a team effort, and the most important member of that team is the public," said FEMA Administrator Craig Fugate. "The truth is, the more the public does now to prepare, the better we can respond in the future. That's why we are launching PSAs, encouraging Americans to visit [Ready.gov](http://www.ready.gov) and learn how they can do their part to prepare."

Produced *pro bono* by advertising agency Cramer-Krasselt in conjunction with the Ad Council, the new *Ready* PSAs—produced for television, radio, print, outdoor and the Web—direct audiences to visit [www.ready.gov](http://www.ready.gov) to find national and local preparedness information and resources.

The *Ready Campaign* encourages Americans to take three simple steps to prepare for emergencies: (1) Put together an emergency supply kit; (2) Make a family emergency plan; and (3) Get informed about the types of emergencies that could take place in their communities and appropriate responses.

Secretary Napolitano unveiled the new PSAs at an event in New York City's Times Square, joined by New York City Office of Emergency Management Commissioner Joseph Bruno, American Red Cross President and CEO Gail McGovern, American Red Cross of Greater New York CEO Theresa Bischoff and Ad Council President and CEO Peggy Conlon.

"*Ready* has made significant progress, but the farther we get from a major disaster, the more difficult the challenge in motivating Americans to prepare," said Ad Council President and CEO Peggy Conlon, "Our new PSAs, developed in partnership with DHS, are engaging and motivating and will go a long way in increasing our country's level of preparedness."

In addition to the national *Ready* PSAs launched today, New York City's new public service campaign—*Ready New York*—was also announced to encourage all New Yorkers to prepare for emergencies. The national *Ready* ads have also been localized for a number of other cities, including Austin, Texas, Atlanta, Chicago, Eugene, Ore., Houston, Kansas City, Mo., Los Angeles, and San Francisco—as well as the states of Utah and Virginia and the U.S. Navy and U.S. Virgin Islands.

Initiated in 2003, the *Ready Campaign* is a national public service advertising campaign designed to educate and empower Americans to prepare for and respond to all emergencies in order to raise the level of basic preparedness across the nation.

In addition to outreach via traditional media, *Ready* also provides a series of social media tools to help Americans prepare for emergencies, including a downloadable family emergency plan, an interactive widget that provides users with updates on emergency situations, emergency kit checklists, and preparedness guidelines.

To view the PSAs and for more information on the *Ready Campaign*, visit [www.ready.gov](http://www.ready.gov) or follow "ReadydotGov" on Twitter.

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