

Press Release

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DHS' *READY* CAMPAIGN AND 2,700+ COALITION MEMBERS URGE AMERICANS TO PREPARE FOR EMERGENCIES DURING FIFTH ANNUAL NATIONAL PREPAREDNESS MONTH

WASHINGTON - The U.S. Department of Homeland Security's *Ready* Campaign (www.ready.gov) is sponsoring the fifth annual National Preparedness Month (NPM) in September with support from more than 2,700 NPM coalition members, the largest amount to date. NPM coalition members, consisting of national, regional, state, and local organizations, will combine efforts throughout the month of September to encourage all Americans to take steps to prepare for emergencies before they happen.

“National Preparedness Month is an important reminder about each American’s civic responsibility to prepare for emergencies,” said Homeland Security Secretary Michael Chertoff. “Those with the capacity and wherewithal to help themselves must do so in advance, so that in the event of an emergency, responders can first assist those who are unable to tend to themselves. From wildfires and earthquakes in California, to hurricanes and tropical storms along the Gulf Coast, to flooding in the Midwest, recent events remind us more than ever that we must prepare ourselves and our families for a disaster. This is the time, each year, when every American should ask the question, ‘Am I ready?’”

The *Ready* Campaign and Citizen Corps (www.citizencorps.gov) are encouraging individuals across the nation to take important preparedness steps that will greatly improve their ability to survive and recover from all types of emergencies, whether natural or man-made. These steps include getting an emergency supply kit, making a family emergency plan, becoming informed about the different emergencies that may affect them, and getting involved in community preparedness and response efforts.

NPM coalition members are encouraging Americans to prepare for emergencies in their homes, businesses, schools, and communities by hosting events such as seminars, fairs, community outreach events, workshops, webinars, and trainings. For a complete list of events, please visit www.ready.gov.

Senate Homeland Security and Governmental Affairs Committee Chairman Joseph I. Lieberman and Ranking Member Susan M. Collins, along with House Homeland Security Committee Chairman Bennie G. Thompson and Ranking Member Peter T. King, will serve as honorary Congressional Co-Chairs of NPM 2008. They will lead the effort to increase public awareness about the importance of emergency preparedness on Capitol Hill and throughout the country.

For more information on the *Ready* Campaign and NPM, please visit www.ready.gov or www.listo.gov. Individuals can also call 1-800-BE-READY or 1-888-SE-LISTO for more emergency preparedness information.

February 2008 marked the Ready Campaign's fifth year at the Department of Homeland Security. Launched in 2003 in partnership with The Advertising Council, Ready is designed to educate and empower Americans to prepare for and respond to emergencies, including natural disasters and potential terrorist attacks. It has proven to be one of the most successful campaigns in Ad Council's more than 65-year history. Since its launch, the campaign has generated more than \$756.5 million in donated media support. Individuals interested in more information about family, business and community preparedness can visit www.ready.gov.

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