



Contact:  
Jenny Corsey, Westbound Communications  
(714) 663-8188, ext. 308  
[jcorsey@westboundcommunications.com](mailto:jcorsey@westboundcommunications.com)

## **ReadyOC Unveils Web-Based Campaign to Urge and Empower Residents and Businesses to Prepare for Major Emergencies**

*Part of OC's Largest Emergency Preparedness Initiative, **ReadyOC.org** Provides Readiness Tools and Resources for Responding to Earthquakes, Wildfires, Terrorism and More*

**SANTA ANA, CA, Sept. 15, 2009** – ReadyOC, Orange County's largest disaster preparedness initiative, today unveiled a new web-based campaign to educate and empower residents and businesses to prepare for and respond to emergencies using resources available at [ReadyOC.org](http://ReadyOC.org).

With nearly 80 percent of county residents reporting they are not prepared for a major emergency, ReadyOC.org provides individuals and organizations with access to the step-by-step advice and tools they need to be ready for earthquakes, wildfires, flooding, terrorism and other disaster situations. This initiative is administered jointly through the Santa Ana and Anaheim police departments as part of the Urban Area Security Initiative (UASI), a grant program funded by the U.S. Department of Homeland Security.

The relaunch of ReadyOC.org, which debuted in November 2006, was formally announced this morning by Orange County Fifth District Supervisor and Board Chair Patricia C. Bates at the Board of Supervisors meeting.

"Preparedness is the cornerstone of emergency readiness, and what we do now will determine what our lives will be like after a major disaster," said Bates, a long-time emergency preparedness activist and a supporter of the ReadyOC initiative. Bates also announced a proclamation recognizing September 2009 as "National Preparedness Month for the County of Orange."

"We urge everyone in the county to actively pursue emergency preparedness by going to ReadyOC.org," she added. "The site offers the resources you need to quickly and easily make a plan, get an emergency kit together and stay informed with real-time emergency information."

ReadyOC.org features live breaking news, information about emergency preparedness classes, training and events, videos and downloads, access to Twitter, FaceBook and YouTube channels, emergency kit checklists, family planning tools, online games for kids, and more. The interactive site also includes links to local, regional and national emergency preparedness and response resources. Content is provided in both English and Spanish.

### **About ReadyOC**

ReadyOC is a public service campaign funded by the U.S. Department of Homeland Security Urban Area Security Initiative (UASI) aimed at educating and empowering Orange County residents, businesses and the community to better prepare for any kind of natural, health or man-made threat. Through [www.ReadyOC.org](http://www.ReadyOC.org), the goal is to get local residents and businesses better prepared for a variety of emergency situations that could impact the county, and also to offer opportunities for concerned citizens to get involved with area readiness efforts. Working together, everyone can make a difference in creating awareness, motivating preparedness and encouraging involvement.