



FOR IMMEDIATE RELEASE
10:00 AM (ET), SEPTEMBER 1, 2005

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NATIONAL CAPITAL REGION EMERGENCY PREPAREDNESS CAMPAIGN URGES RESIDENTS TO “BE READY. MAKE A PLAN”

Advertising and Community Outreach Activities Planned During National Preparedness Month

Washington, DC – Thursday, September 1, 2005 – The National Capital Region Emergency Preparedness Campaign (NCR Campaign) today joined the national kick-off of National Preparedness Month held at Union Station.

The event, sponsored by the U.S. Department of Homeland Security, The American Red Cross and other national and regional organizations, highlighted the importance of citizens being prepared in case of an emergency. Emergency preparedness training and informational materials on how to take the necessary steps to be prepared were provided to event attendees.

The NCR Campaign, which is funded by a grant from the U.S. Department of Homeland Security through the Urban Areas Security Initiative (UASI), is a regional collaboration on emergency preparedness, bringing together federal, state and local governments and the private and nonprofit sectors to make NCR communities safer. Because preparing the region’s residents for an emergency is a top priority, local and state government officials have joined together to designate this Campaign as one of their most important uses for homeland security dollars.

“While there are 12 jurisdictions in the region, they have come together to work as one to ensure that the residents of the National Capital Region are prepared for any type of natural disaster or emergency,” said Barbara Childs-Pair, Director of the DC Emergency Management Agency and Project Manager of the NCR Campaign.

During National Preparedness Month, the NCR Campaign will engage in a number of activities to reach residents with the important message “**Be Ready. Make A Plan**” including:

- launching an area-wide advertising Campaign (commencing September 4);
- providing community trainings on emergency preparedness to inform individuals how to create a preparedness plan by using the Campaign’s own personal preparedness card as well as how to teach others to become better prepared; and

- more -

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- distributing Campaign materials to residents through regional organizations and community events.

An official launch of the NCR Campaign, featuring its regional partners, will take place at 10:00 a.m. on September 8, 2005, **at D.C. Fire Engine Company 24 located at 5101 Georgia Avenue, N.W.**

The Campaign's goal is to increase the percentage of individuals in the NCR who identify themselves as prepared for an emergency to at least 50 percent. Current research shows that only 39 percent of NCR residents report they are prepared for an emergency. The 50 percent goal will be achieved through public awareness and education efforts, such as grassroots outreach and paid advertising. The Campaign is meant to bolster efforts to inform residents about emergency preparedness with a coordinated message across the region – **"Be Ready. Make A Plan."**

The NCR encompasses the District of Columbia and parts of Maryland and Virginia, including: Alexandria, Arlington, Fairfax County, Fairfax City, Falls Church, Loudoun County, Manassas, Manassas Park, Montgomery County, Prince George's County and Prince William County.

The DC Emergency Management Agency has been selected as the NCR Campaign's Project Manager, with assistance provided by the Metropolitan Washington Council of Governments.

For more information visit www.makeaplan.org

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