



## SAMPLE EMERGENCY PREPAREDNESS NEWSLETTER/WEBSITE ARTICLE

Include articles about emergency preparedness in your newsletters, local newspaper or on your website. Below is an article that you can use. Below is an article that can be used for your publications. The text can also be used as the bases for your own article.

Additionally, please feel free to use our *Ready* Public Service Announcements (PSAs) in your newsletters. They can be downloaded for free from the Ad Council at: [www.adcouncil.tv](http://www.adcouncil.tv).

***“Now’s the time, Resolve to be Ready in 2012”***

**Darryl J. Madden, Director, Ready Campaign**

For many, the New Year is a time for making resolutions and goals for the year to come. Spending more time with the family, losing ten pounds, exercising more and reducing debt are resolutions that appear on many of our lists, but the Federal Emergency Management Agency’s (FEMA) *Ready* Campaign is asking you to *Resolve to be Ready* by making an emergency preparedness resolution.

The *Ready* Campaign would like to make an emergency preparedness resolution easy to keep by providing the tools and resources needed to take the four important steps: learn your risks, make a plan, build a kit, and get involved.

Flooding, winter storms, wildfires and earthquakes - preparing ahead of time can help to save lives, protect property, and can speed up the pace of recovery. By taking a few simple steps you can prepare for what potential disaster and emergencies can bring. Make a simple resolution that can help to save you all year long. You and your family can create or update your own emergency preparedness plan, build your own supply kit and be ready for winter storms, spring nor’easters or summer power outages.

Free preparedness resources, such as a Family Emergency Plan template and an Emergency Supply Kit Checklist are just a click away at and can be found on [Ready.gov](http://Ready.gov) or [Listo.gov](http://Listo.gov). The *Ready* Web site also has a special section for kids, ages 8-12, (*Ready Kids*) and for owner –operators of small- to medium-sized businesses (*Ready Business*).

Emergencies will happen, but taking action now can help us all to minimize the impact they will have on our lives. Preparedness is contagious. What starts with one family can spread throughout a neighborhood, and every prepared community frees up emergency responders to take care of those who are in dire need. Preparedness is a shared responsibility and everyone has a role. So take the time and *Resolve to be Ready* in 2012.