



RESOLVE TO BE READY PRESS RELEASE TEMPLATE

FEMA and the Ready Campaign will be distributing a national press release to promote Resolve to be Ready. However, this press release template is designed to be tailored so you can send it to your own local media announcing your organization’s efforts.

Press Release

Month/ Day/ Year

Contact: Contact Name, Phone

ORGANIZATION Encourages COMMUNITY/CUSTOMERS/MEMBERS to Resolve to Be Ready in 2012

CITY, STATE – The New Year is a perfect time to Resolve to be Ready and ORGANIZATION is proud to be promoting emergency preparedness for 2012. To help spread the message and make its employees and members of the community better prepared, ORGANIZATION is <INSERT EVENT INFORMATION HERE>. Sponsored by the Federal Emergency Management Agency’s (FEMA) Ready Campaign, Resolve to be Ready is a nationwide effort designed to increase awareness as well as encourage individuals, families, businesses and communities to take action and prepare for emergencies in the New Year.

- The Ready Campaign would like to encourage making an emergency preparedness resolution to take three important steps: **Be informed.** Know the hazards and risks in your area.
- **Make a family emergency plan,** so you know how you would communicate with and find your loved ones if a disaster hit.
- **Build an emergency supply kit** – both at home and in the car – that includes water, food and first aid supplies to help you survive if you lose power or get stranded in your car. This is especially important for dealing with icy roads and snowstorms this winter.
- **Get Involved – Find out how you can promote preparedness in your community.**

<INSERT QUOTE FROM YOUR ORGANIZATION HERE>

<INSERT EVENT DETAILS HERE>

Emergencies can range from inconvenience to devastation, but you can resolve not to be a victim of an emergency or disaster and take steps to minimize the impact on you, your family and your businesses. More information is available at Ready.gov. The Website includes free information, checklists and guidelines about how to be informed, develop a family emergency plan, build an emergency kit, and get involved.

For more information, visit Ready.gov or the Spanish-language website Listo.gov or call 1-800-BE-Ready or 1-888-SE-LISTO (TTY 1-800-462-7585).