



Media Contact:

Joe Orlando | (916) 661-5508 | jorlando@calquake.com

**CALIFORNIA EARTHQUAKE AUTHORITY'S PARTICIPATION IN THE GREAT CALIFORNIA SHAKEOUT™
Beyond the Drill—Residential Recovery**

The Great California ShakeOut™ is an annual statewide earthquake preparedness drill organized to inspire Californians to prepare to survive and recover from the next damaging earthquake.

Launched in 2008 as the Great Southern California ShakeOut™, the drill had 5.4 million participants spanning eight California counties. Today, the drill is held in houses, schools, businesses and other public spaces throughout the state. The ShakeOut is now a global event, occurring on the third Thursday of October every year.

Drill participants practice how to “Drop, Cover, and Hold On” – **drop** down on your hands and knees, **cover** your head and neck under a sturdy table or desk, and **hold on** until the shaking stops.



CEA has collaborated with the ShakeOut each year to help people learn how to prepare to survive and recover from earthquakes, both physically and financially. To help promote the ShakeOut, CEA delivers earthquake preparedness messages and safety tips to consumers, and produces TV, radio and online public service announcements (PSAs).

In 2016, the ShakeOut had over 10.7 million California participants, and over 55 million people participated globally. Each year's drill creates new record numbers, and the registration numbers are expected to continue to grow for 2017.

Full information about ShakeOut activities can be found at ShakeOut.org. Additional information on earthquake preparedness and residential earthquake insurance policies for Californians can be found at EarthquakeAuthority.com.

About CEA

The California Earthquake Authority is a not-for-profit, publicly managed, privately funded organization that provides residential earthquake insurance and encourages Californians to reduce their risk of earthquake loss. People choosing CEA insurance get peace-of-mind from knowing they can afford to repair, rebuild, or replace their covered property that may be damaged by the next earthquake.