



IMMEDIATE RELEASE
Oct. 17, 2017

Contact: Sarah Sol (916) 661-5502
ssol@calquake.com
Chris Nance (916) 661-5521
cnance@calquake.com

Great California ShakeOut helps Californians prepare for the state’s next earthquake

California Earthquake Authority encourages participation in drill, other preparedness steps

(SACRAMENTO) In the past two months, Californians have seen news of one deadly natural disaster after another—five hurricanes in the Atlantic, two earthquakes in Mexico, multiple massive fires in California and the devastation these catastrophes can cause. Each has served as a powerful reminder to Californians that natural disasters happen, often without warning—and that we need to be prepared.

Earthquake risk is real in California. The California Geological Survey has mapped thousands of faults in California and considers more than 500 of them to be active and dangerous. And the latest Uniform California Earthquake Rupture Forecast projects “multifault ruptures”—simultaneous ruptures of multiple faults, a phenomenon that releases more energy and can create more powerful shaking.

“California is earthquake country,” said Glenn Pomeroy, CEO of the California Earthquake Authority (CEA). “We need to ask ourselves whether we’re prepared to survive and recover when the next damaging earthquake strikes—and if we aren’t, we need to take action now to change that.”

One way to prepare for California’s next earthquake is to participate in the [Great California ShakeOut](#) this Thursday, Oct. 19, at 10:19 a.m., and practice how to stay safer when the ground shakes. ShakeOut has become a global event and is now the world’s largest earthquake drill. It takes place the third Thursday of October each year in houses, schools, businesses and many public spaces. Last year, more than 10.6 million Californians participated, and more than 55 million people participated worldwide.

CEA, a sponsor of the drill, will participate at its office in Sacramento and will also have representatives at ShakeOut events in [Los Angeles](#) and in the [San Francisco Bay Area](#).

“Taking the proper actions during an earthquake can save lives and reduce the risk of injury,” said Pomeroy. “ShakeOut is a perfect opportunity to practice—and to review other aspects of emergency plans and financial preparations to ensure you’re ready for the unexpected.”

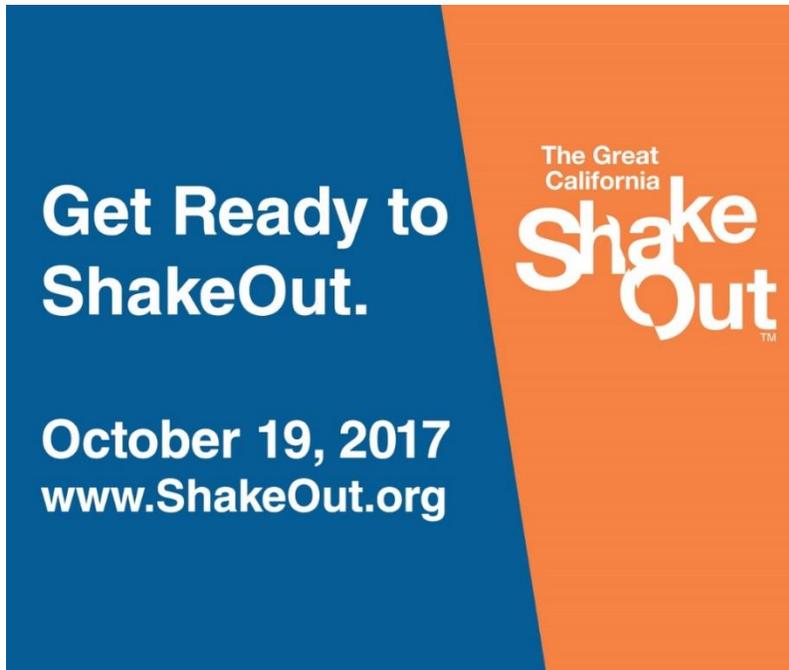
Visit www.ShakeOut.org to register to participate in the Great California ShakeOut.

To learn more steps to earthquake safety, including how to strengthen your home and how to purchase earthquake insurance, visit CEA's website at EarthquakeAuthority.com. Reporters can find additional details about CEA and ShakeOut by visiting CEA's online [press room](#).

About CEA

The California Earthquake Authority (CEA) is a not-for-profit, privately funded, publicly managed organization that provides residential earthquake insurance and encourages Californians to reduce their risk of earthquake loss. Learn more at EarthquakeAuthority.com.

ShakeOut promotional image



The Great California ShakeOut takes place this Thursday at 10:19 a.m. Learn more at www.ShakeOut.org.

For a high-resolution version of this image, please contact [Sarah Sol](#). Additional images are available at www.ShakeOut.org.

###