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Prepare for the Next ‘Big One’ – Take Part in the Great ShakeOut™!

SACRAMENTO, Calif. – The California Earthquake Authority (CEA) will join millions of Californians in practicing how to drop, cover, and hold on during the annual Great California ShakeOut™ earthquake preparedness drill on Thursday, Oct. 15 at 10:15 a.m.

“The CEA is a long-time supporter of the Great California ShakeOut™,” said Glenn Pomeroy, chief executive officer of the California Earthquake Authority, the state’s largest earthquake insurance provider. “It’s important to practice how to protect yourself when the ground shakes. It’s also important to have a separate earthquake insurance policy in place, to help cover rebuilding costs, before the next one strikes.”

Risk for devastating earthquakes in California is real. More than 70 percent of Californians live within 30 miles of a fault. Scientists have noted a 99.7 percent probability that a magnitude 6.7 quake or larger will strike California within the next 30 years.

Even moderate earthquakes can cause extensive damage. Key reminders for Californians preparing to survive and recover from California’s next damaging earthquake include:

1. Home insurance policies do not cover earthquake damage – a separate policy is required.
2. The government won’t bail you out – grants are limited to individuals who qualify for urgent health and safety needs.
3. Without earthquake insurance, you’ll be responsible for the costs to repair and rebuild your damaged house. And whether you own or rent, you’ll also be responsible for costs to replace belongings, and to live elsewhere while repairs are made.

The CEA recently launched a new ad campaign that delivers “Straight Talk” about risk for earthquake damage and the need for proper insurance coverage. The first ad debuted at Dodger Stadium on Sunday, Sept. 20, during the LA PrepareAthon. View the ad at EarthquakeAuthority.com (scroll down).

More information about the Great California ShakeOut™ and the Seven Steps to Earthquake Safety can be found at EarthquakeCountry.org. And more details about the benefits of earthquake insurance, and a premium calculator, can be found at EarthquakeAuthority.com.

About the California Earthquake Authority

The CEA is a publicly managed, privately funded, not-for-profit organization that provides residential earthquake insurance and works to encourage all Californians to take steps to reduce their risk of earthquake loss.

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