



September 12, 2016

Dear Californians,

Here in California, we know that we live in earthquake country. Scientists say there's a 99 percent chance of a magnitude-6.7 earthquake striking in California in the next 30 years. Damaging earthquakes don't happen often, but they *can* happen at any time, so everyone in our state should learn what to do when the ground starts shaking.

That's why each year, along with our partners in the Earthquake Country Alliance, we encourage participation in the "Great California ShakeOut." It's an opportunity to practice "drop, cover, and hold on" and other parts of an emergency plan. This year's ShakeOut is on Oct. 20 at 10:20 a.m., and we hope to see as many Californians participating as possible. Last year, more than 43 million people participated in ShakeOut drills across the globe—more than 10.5 million of them in the state of California!

You can participate in a ShakeOut drill at any time, not just on Oct. 20. The point is to learn what to do when an earthquake happens:

- **Drop** to the ground—before the earthquake drops you! (If you are in a wheelchair or use a walker, lock your wheels instead.)
- **Cover** your head and neck. (If you're near a sturdy desk or table, get under it if you are able to. Otherwise, cover your head and neck with your hands and arms.)
- **Hold on** to your cover, so that it doesn't move away from you.

There are other important aspects of earthquake preparedness, and we encourage you to learn those, too. The "[Seven Steps to Earthquake Safety](#)" can help you prepare before, survive during and recover after a damaging earthquake. At CEA, we have a mission of getting more Californians financially protected against damaging earthquakes, so during much of the year our focus is on Step 4: Minimize Financial Hardship. You can learn more about how to do just that by visiting [EarthquakeAuthority.com](#).

Register for the Great California ShakeOut today at [ShakeOut.org](#). Participation is free and can take just a few minutes. If we all prepare now, we'll be better able to survive and recover when the next earthquake happens.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Glenn Pomeroy', is positioned above the printed name.

Glenn Pomeroy  
CEO