

National Preparedness Month 2013

SAMPLE PRESS RELEASE

The *Ready* Campaign will be distributing a national press release and media advisory to publicize NPM 2013. These templates can be tailored for your local efforts.

Press Release

(DATE- Month, Day,) 2013
Contact: (Contact Name), (Phone)

(ORGANIZATION) Announces Participation in September's National Preparedness Month (NPM)

This September: You Can Be the Hero

(CITY, STATE) – This September is National Preparedness Month (NPM). (ORGANIZATION) has committed to participate in National Preparedness to increase preparedness throughout the U.S. The event, now in its ninth year, is a nationwide, month-long effort hosted by the *Ready* Campaign and Citizen Corps, encouraging households, businesses and communities to prepare and plan for emergencies. (ORGANIZATION) is participating this year by (LIST EVENTS OR PREPAREDNESS ACTIVITIES).

One of NPM's key messages is: be prepared in the event an emergency causes you to be self-reliant for three days without utilities and electricity, water service, access to a supermarket or local services, or maybe even without response from police, fire or rescue. Preparing can start with four important steps:

1. Be informed about emergencies that could happen in your community, and identify sources of information in your community that will be helpful before, during and after an emergency
2. Make a plan for what to do in an emergency
3. Build an emergency supply kit
4. Get involved.

Preparedness is a shared responsibility; it takes a whole community. This year's National Preparedness Month focuses on turning awareness into action by encouraging all individuals and all communities nationwide to make an emergency preparedness plan. Preparedness information and events will be posted to <http://community.fema.gov/connect.ti/READYNPM>

(ORGANIZATION) is (INSERT EVENT AND MORE DETAILS HERE).

(INSERT QUOTE FROM YOUR ORGANIZATION SPOKESPERSON HERE)

This is the (INSERT NUMBER OF YEARS ORGANIZATION HAS BEEN INVOLVED WITH NPM) year (ORGANIZATION) has participated in NPM.

For more information about the *Ready* Campaign and National Preparedness Month, visit <http://community.fema.gov/connect.ti/READYNPM> or call 1-800-BE-READY, 1-888-SE-LISTO, and TTY 1-800-462-7585.

(ORGANIZATION NAME)

(ORGANIZATION BOILERPLATE/DESCRIPTION OF ORGANIZATION)

National Preparedness Month 2013

MEDIA ADVISORY TEMPLATE

MEDIA ADVISORY

Attention News Directors and Assignment Editors

(ORGANIZATION/BUSINESS NAME) TO PARTICIPATE IN NATIONAL PREPAREDNESS MONTH IN SEPTEMBER; ENCOURAGES THE PUBLIC TO ATTEND (NAME OF EVENT)

(ORGANIZATION) ASKS OTHERS TO BE THE HERO PREPARE THIS SEPTEMBER

WHO: (ORGANIZATION/BUSINESS NAME) has committed to participate in National Preparedness Month (NPM) 2013 by (FIRST MENTION OF EVENT).

WHAT: September is also National Preparedness Month (NPM), founded after 9/11 to increase preparedness in the U.S., a fitting time to join the effort to help our community prepare for an emergency. Preparedness is a shared responsibility; it takes a whole community. Sponsored by the Ready Campaign and Citizen Corps, this year's National Preparedness Month will focus on strengthening our communities through public events and online communities. Preparedness events and information can be found on <http://community.fema.gov/connect.ti/READYNPM>.

As part of local National Preparedness Month activities, (ORGANIZATION/BUSINESS NAME) will (DETAILS OF EVENT).

WHEN: September (DATE), 2013, (TIME)

WHERE: (ORGANIZATION/BUSINESS NAME)
(ADDRESS) (CITY/STATE)

WHY: Emergencies can happen anytime and anywhere without notice. Households, businesses and organizations should prepare in the event an emergency causes you to be self-reliant for three days without utilities, electricity, or water, without access to a supermarket or local services or maybe even without response from police, fire or rescue. Preparing can start with four important steps: Be informed about emergencies that could happen, and identify sources of information in your community that will be helpful before, during and after an emergency. Make a plan for what to do in an emergency. Build an emergency supply kit. Get involved. (ORGANIZATION/BUSINESS NAME) encourages our community to be better prepared and invites community members to join us in this effort.

**For more information contact (ORGANIZATION/BUSINESS NAME) at (PHONE NUMBER).
Please visit Ready.gov for more information on emergency preparedness.**