

**American Red Cross to Help San Diegans “Be Red Cross Ready” During
National Preparedness Month
*Get Prepared with Three Simple Steps – The Red Cross Can Help***

SAN DIEGO, August 31, 2010 – As we approach wildfire season and on the heels of a national survey that revealed only seven percent of Americans have taken the recommended actions to prepare for disasters, the San Diego/Imperial Counties Chapter of the American Red Cross joins a nationwide effort to help communities get prepared during National Preparedness Month. Red Cross chapters across the country will conduct activities and outreach to help individuals, families, schools and businesses take action to Be Red Cross Ready for all types of disasters and emergencies by Getting a Kit, Making a Plan and Being Informed.

National Preparedness Month is a coordinated, nationwide effort sponsored each September by the Department of Homeland Security to raise awareness of the importance of emergency preparedness and to encourage individuals to take action. The American Red Cross has participated in National Preparedness Month efforts since its inception in 2004.

There are three simple actions anyone can take to Be Red Cross Ready for disaster or emergency: **Get a Kit.** Create an emergency preparedness kit for your family and review its contents every six months. If you don't have one, you can make one yourself or purchase one online at www.PrepareSanDiego.org.

Make a Plan. Establish responsibilities for each member of your household and plan to work together as a team. Choose disaster meeting places. Learn how to turn off utilities. Run home evacuation drills twice a year. Come up with a family communications plan.

Be Informed. Learn what types of disasters are most likely to occur where you live, work and play. Take First Aid and CPR courses.

“Preparing ahead will help you respond better in a disaster or emergency and may even save your life”, says Joe Craver, CEO of the American Red Cross of San Diego/Imperial Counties. “Prepared citizens help create prepared communities”.

To celebrate National Preparedness Month, the local chapter of the American Red Cross will be conducting some exciting community activities and everyone is invited to participate!

- Visitors to the Red Cross online or headquarters store will receive a 10% discount on emergency supplies from September 1-30, 2010. Visit www.PrepareSanDiego.org to begin preparing today or stop by our store located at 3950 Calle Fortunada in Kearny Mesa.
- From September 1 - 30, 2010, a Red Cross exhibit at the San Diego Central Library will feature historical items, sample emergency kits, armed services artifacts and more. Stop by anytime to see these materials at the Library located at 820 E Street in downtown San Diego.
- Each week, the Red Cross chapter website will feature an easy activity that local families can do to prepare for emergency. Visit www.sdarc.org each week and let the Red Cross help you get prepared.
- Experts say we are due for a very active wildfire season this year in Southern California. On September 14, 2010, from 12:00pm to 1:00pm the Red Cross Health and Safety team will host a Brown Bag Lunch entitled “Preparing for Wildfires”. Join us at 3950 Calle Fortunada to learn how to protect your family in the event that first responders are delayed in providing immediate assistance.
- On September 21, 2010 from 12:00pm to 2:00pm the chapter will showcase its unique *Prepare San Diego* program at its headquarters at 3950 Calle Fortunada. Visitors to www.PrepareSanDiego.org can find tools such as a preparedness quiz, preparedness supply checklists and more to help them prepare their families for disaster. Come see *Prepare San Diego* in action and learn more about Getting a Kit, Making a Plan and Being Informed. Bring your own kit and our experts will share their suggestions.

The Red Cross makes it easy for you to prepare your family. Don't wait until it's too late. For more information on how to Be Red Cross Ready, please visit www.PrepareSanDiego.org.

About the American Red Cross, San Diego and Imperial Counties Chapter

The American Red Cross is not a government agency and relies on the generosity of the American people to provide our programs and services. The San Diego/Imperial Counties Chapter is leading the effort to make San Diego and Imperial Counties "America's most prepared communities." With the public's ongoing support we provide life saving preparedness training; disaster relief services; 24-hour emergency services to deployed military personnel and their families; and nutritional counseling through our Women, Infants and Children (WIC) program. For more information about or to support the chapter please contact (858) 309-1200 or visit www.sdarc.org.

###