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Recognition for Efforts in Emergency Preparedness

For Immediate Release

Escondido, CA – (February 4, 2008) – The City of Los Angeles has officially recognized Ready America for its work in helping to raise awareness of emergency preparedness throughout southern California.

Ready America is a partner with the City's Emergency Preparedness Department (EPD) and has been working hand in hand with the department to make residents of southern California as prepared as they can be for any emergency situation.

Ready America's mission is to ensure that people are educated about preparedness and can be self-sufficient in the event of a big earthquake or other natural disaster, as well as man-made emergencies.

The company, along with several other EPD partners, was given official recognition for its efforts in the Los Angeles City Council chambers. Councilmember Tom LaBonge, representing District 4, noted that Ready America was one of the leaders in the important field of preparedness.

Councilmember LaBonge presented Ready America with a certificate of appreciation, as well as a framed poster as a memento of its ongoing efforts in helping to raise public awareness of the need to be prepared.



The poster features an illustration by Vivian Vela, a young Los Angeles school student who won a citywide contest to design a poster that encapsulated the essence of the city's emergency preparedness program.

For more information on the Los Angeles City's Emergency Preparedness Department and its programs, call 213-978-2222 or visit www.lacity.org/epd

Ready America is the parent company of QuakeHold!, the worldwide leader in earthquake preparedness since 1991.