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PREPAREDNESS IS KEY

For Immediate Release

ESCONDIDO, Calif. – (February 16, 2011) – Emergencies can happen any time anywhere; that’s why it’s wise to be prepared. And to avoid being caught unprepared, a must-have item is a three-day emergency kit.

“Earthquake Preparedness Month is an ideal time for people in Missouri to get prepared,” says Ready America CEO Dean Reese. “Whether it’s a force of nature such as an earthquake or a hurricane, or something else like a major power outage, or worse still a terrorist attack, we must rely on ourselves.

“The 72 hours immediately following an emergency is a critical period. It’s unlikely that first responders will be able to reach everyone who needs help within that time frame, therefore having your own emergency supplies is crucial to your survival.”

Grab ‘n Go emergency kits by Ready America contain enough supplies to sustain up to four people for three days.

The kits are practical and easy to store. Each kit contains food, water and an emergency blanket, first aid supplies, 12-hour safety lightsticks, a dust mask and nitrile gloves, as well as emergency ponchos, pocket tissues, and an emergency whistle.

Grab ‘n Go kits cater to everyone. There is a smaller carry bag for one person, a two-person backpack and a bigger kit for a family of four that has extra contents.

Each life-saving kit is designed to assist survival in earthquakes, tornadoes, floods, blackouts, or any other emergency situation. The kits should always be readily accessible where most needed such as in the home, office, or car.

Ready America, the worldwide leader in earthquake preparedness, is a California-based company and 2011 marks its 20th year of being in business. It regularly partners with the California Earthquake Authority, USGS, FEMA and American Red Cross.

For more information on emergency kits, as well as other emergency preparedness products, please visit www.readyamerica.com Ready America’s products are also available at www.amazon.com and www.homedepot.com