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EARTHQUAKE PREPAREDNESS MONTH

For Immediate Release

ESCONDIDO, Calif. – (February 3, 2011) – Ready America, the worldwide leader in earthquake preparedness, is encouraging residents of Missouri to take advantage of Earthquake Preparedness Month in February.

“People in Missouri can sometimes be blasé about earthquakes, believing that quakes only happen in California, or that they will be okay regardless if one strikes near them,” said Ready America CEO Dean Reese.

“The fact is that the New Madrid fault runs right through the state and if you’re not prepared for an earthquake, you run the risk of injury, or at the very least, you could lose valuable possessions in your home.”

Office of Emergency Services (Calif.) data shows that the number one cause of damage and injury in an earthquake is from falling objects, particularly tall, top-heavy pieces of furniture. 55% of injuries are attributable to this.

Things like china cabinets and entertainment centers can topple over, causing their contents to become projectiles. Those projectiles can easily shatter and block escape routes.

To guard against potentially dangerous situations, earthquake safety products have been developed to fasten down furniture, TVs and electronics and to secure breakables and collectibles.

There are Furniture Straps, Flat Screen TV Straps and temporary adhesives that will secure breakables to stop them from falling off shelves.

“What people cannot afford to do is wait for an earthquake to jolt them into reality because by then it could be too late to save their possessions,” added Mr. Reese. “Being prepared is your best defense against earthquakes.”

Ready America is a California-based company and 2011 marks its 20th year of being in business.

For more information on earthquake preparedness products, please visit www.readyamerica.com Ready America’s products are also available online at www.amazon.com and www.homedepot.com