



Contact: Brian Lowe
Tel: (800) 959-4053 ext: 112
Em: brian@trevco.net

QuakeHold! wins USGS award

For Immediate Release

Escondido, CA – (February 6, 2007) – North County-based company QuakeHold! has won a prestigious award for its work with the United States Geological Survey on the publication 'Putting Down Roots in Earthquake Country'.

QuakeHold!, the worldwide leader in earthquake safety, contributed to separate editions of Putting Down Roots in 2005 and 2006, and helped to distribute millions of copies throughout the state of California.

The Shoemaker Award has been given to the company for its significant contributions to Putting Down Roots, which has been judged to be the best USGS print publication of the year. The awards panel cited the publication's success in translating and communicating complex scientific concepts into words and pictures that capture the interest and imagination of the American public.

"With nearly three million copies distributed throughout the (San Francisco) Bay Area since mid-September 2005, PDR has done much to educate residents about the threat and impacts of earthquakes, and has motivated many to take preparations that will reduce future damage, loss of life, and economic disruption," said Susan Garcia, coordinator of the USGS Earthquake Hazards Team in Menlo Park, Ca.

"This award is one tangible measure of our success. We can only hope for a more significant measure of success in the lives saved and the reduced damage and injury in the next large earthquake."

QuakeHold! was established in 1991 and is the largest manufacturer of earthquake safety fasteners in the United States. The company's mission is to help prepare communities, because preparedness is the best defense against earthquakes.

"We are very honored to have been chosen as a recipient of the Shoemaker Award," added QuakeHold! president Dean Reese. "We have been working hard for years to get the earthquake preparedness message out to Californians because we're overdue for the next big one and people need to be ready for it. Scientists can't predict exactly when it will hit, but they believe that it's a question of when not if."

The Shoemaker Award is named after the late astrogeologist Gene Shoemaker, who was cited in 1998 for his landmark contributions to the geology of the Earth, its moon and solar system, and for his enthusiasm in educating the public. QuakeHold! products are available throughout the San Diego area at The Home Depot and Lowe's.

Editors please note: to see an online version of Roots visit www.earthquakecountry.info