



**Earthquake Country Alliance**  
*We're all in this together.*

## **MEDIA ALERT**

**Contacts:** Margaret Vinci, Caltech, 626-840-3005  
D'Anne Ousley, California Earthquake Authority, 916-325-3845  
Mark Benthien, Southern California Earthquake Center/ Earthquake  
Country Alliance, 213-926-1683  
Ken Kondo, LA County Office of Emergency Management, 213-792-5128  
Monica Diaz, Red Cross 310-562-8737, diazm@arcla.org  
John Bwarie, USGS, 626-318-5547, jbwarie@usgs.gov  
Mya Walters, Target, 626.230.3145 / mya.walters@target.com  
LA County Fire Dept. Public Affairs: 323-881-2413

### **Northridge Target Store to be Focal Point for Southern California Coverage of 10/20 'Great ShakeOut'**

**What:** As momentum builds for the World's largest earthquake Drill, The Great California ShakeOut on **October 20<sup>th</sup>**, media focus will center on the **Target store at Balboa & Nordhoff Streets in Northridge**, where employees, customers, and leaders will participate in emergency earthquake actions throughout the store **at 10:20 a.m.** This is an opportunity to show your audience the simple steps they can take to prepare and help more Californians be the next survival story.

National, state, and local leaders will then brief the media on what has happened at over 8.2 million Californians participated in the drill and why it is critically important for all Californians to be prepared. Additionally, the USGS and Target will announce a Memorandum of Understanding (MOU) – the first private sector MOU the USGS has executed – which establishes a formal agreement to exchange information related to natural hazards in the US.

**Who:** *Speakers:*

- Anne Castle: Assistant Secretary, U.S. Dept. of the Interior
- Mike Dayton: Acting Secretary, California Emergency Management Agency
- Daryl Osby: Chief, Los Angeles County Fire Department
- Mitch Englander: Councilman, City of Los Angeles
- Lucy Jones: Chief Scientist, USGS SAFR Project
- Carey Strouse, SVP of Stores, Target

*Additional Experts Available for Sidebar Interviews:*

Mark Benthien, Executive Director, Earthquake Country Alliance  
Richard McCarthy, Executive Director, CA Seismic Safety Commission  
Paul Schulz, CEO, American Red Cross Los Angeles Region  
Monica Buchanan, State Farm Insurance  
Ken Hudnut, Southern California Coordinator, USGS  
Jean Weaver, International Program Coordinator, USGS  
Delegates from Mexico, Japan, Chile & China

**When/** **Thursday, October 20, 2011**

**Where:** Target  
8999 Balboa Blvd  
Northridge, CA 91325

4am to 9:30am (+11am and 12noon): individual interviews, big “shaker”  
9:30am to 10:00am: Prep for ShakeOut Drill/Position observers and media  
10am to 10:19am: Demonstration & explanation at designated in-store locations  
10:20am: ShakeOut Drill & Broadcast over PA  
10:22am: Store “impact assessment” / Distribute kits to customers  
10:30am: Press Conference  
11:15am: Conclude

**Visual:**

- Drill inside Target store with employees reacting to a drill; customers will also be invited to participate.
- Target distributing preparedness material to customers & employees
- displays of earthquake mitigation and preparedness products
- National and local leaders coming together to get ready for the inevitable earthquake
- Announcing of MOU between Target & USGS Natural Hazards
- Big Shaker (from 4am)

For more information, visit [shakeout.org/media](http://shakeout.org/media)

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