



NEWS RELEASE

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Orange County Business Leaders Take Action to Prepare OC for Emergencies

ReadyOC and the American Red Cross Host Business Disaster Preparedness Breakfast

ANAHEIM, Calif. (November 14, 2006) – ReadyOC joined with the American Red Cross yesterday to host Orange County's first-ever business disaster preparedness breakfast. The ReadyOC – American Red Cross Business Disaster Preparedness Breakfast Sponsored by Disneyland Resort, Kaiser Permanente and Churm Publishing, Inc., brought business leaders and experts together to shed light on what a major disaster in the region would look like, and raise awareness of the need for Orange County businesses to be prepared. ReadyOC is Orange County's largest countywide public education initiative aimed at encouraging emergency preparedness among businesses and residents.

"Orange County's first responders are equipped with the best training and technology in the country, but our effectiveness will depend on business leaders and residents working together to prepare for any type of natural or manmade disaster," said Sheriff Mike Carona from the Orange County Sheriff Department. "We urge every business in Orange County to actively pursue emergency preparedness by creating a plan, providing kits to employees, and getting involved in ReadyOC."

Featured speakers included **Dr. Lucile Jones** from the **United States Geological Survey**, who discussed the devastating impacts of a major earthquake in Orange County; **Sheriff Mike Carona** from the **Orange County Sheriff Department**, who demonstrated what first responders are doing to prepare and **Stanley Perdue** of the **American Red Cross**, who told business leaders what they could do to help their employees get ready for an emergency.

"Emergency preparedness is something that Disneyland Resort takes very seriously as we raise awareness, train and equip our own cast members, and make the necessary planning for any unforeseen emergencies that may arise," said Rob Doughty, Vice President of Communications for Disneyland Resort. "Our participation in the disaster preparedness breakfast and the campaign, in general, is an affirmation of our commitment to the vigilance that is required when dealing with these issues."

"As the leading healthcare provider in Orange County, it's only natural that we fully support the ReadyOC campaign and the business disaster preparedness breakfast," said Barbara Shipnuck, Director of Public Affairs for Kaiser Permanente. "Businesses have a duty and are crucial to preparing their employees, many of whom are Orange County residents, for any manmade or natural disaster. Simply put, emergency preparedness is good business practice."

At the heart of the ReadyOC campaign is a call to action for businesses and residents to be prepared with a communications plan and an emergency supply kit, be aware of emergencies that may affect Orange County and be involved in preparedness by informing neighbors and employees of the need to prepare. By working together, everyone can make a difference in creating awareness, motivating preparedness and encouraging involvement.

"The American Red Cross is prepared to assist the businesses and residents of Orange County if an emergency were to occur, but our goal through ReadyOC and the business disaster preparedness breakfast is to make sure

companies are well equipped and well trained if an emergency were to happen,” said Stanley Perdue, CEO of the American Red Cross, Orange County Chapter.

ReadyOC has established a partnership program for businesses to help prepare Orange County for any type of emergency by:

- Preparing employees or co-workers
- Including ReadyOC in existing company communications
- In-kind contributions
- Underwriting of campaign materials

ReadyOC customizes a marketing program to promote businesses partners through: cross-marketing activities, community- and county-wide events, use of the ReadyOC logo, website and e-newsletter exposure, inclusion in public service announcements and outdoor advertisements and exposure in city and county materials.

For more information on cross-marketing opportunities and ways businesses can get involved, please go to: www.ReadyOC.org. The ReadyOC Partnership Kit can be downloaded at: <http://www.readyoc.org/resources/PartnershipKitFinal.pdf>

About ReadyOC

The ReadyOC campaign (www.readyoc.org) is a county-wide educational campaign funded by the U.S. Department of Homeland Security Urban Area Security Initiative that informs residents and businesses about the importance of preparing for any kind of natural, health or man-made threat. Working together, everyone can make a difference in creating awareness, motivating preparedness and encouraging involvement. The ReadyOC Advisory Council includes: Albertsons, Anaheim Ducks, American Red Cross, Automobile Club of Southern California, Disneyland Resort, The Gas Company, Honda Center, The Irvine Company, Kaiser Permanente, Orange County Department of Education, Orange County Transportation Authority and Yamaha Corporation of America. Be prepared. Be aware. Be Involved.

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