



Press Release

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NOW'S THE TIME: THE *READY* CAMPAIGN ENCOURAGES AMERICANS TO *RESOLVE TO BE READY* IN 2009

WASHINGTON, D.C. — With the new year approaching, the U.S. Department of Homeland Security's (DHS) *Ready* Campaign is reminding Americans to *Resolve to be Ready* in 2009. *Resolve to be Ready* is a nationwide effort designed to encourage individuals, families, businesses and communities to take action and prepare for emergencies in the new year.

"Individual planning is the cornerstone of emergency preparedness," said Homeland Security Secretary Michael Chertoff. "Since establishing this department and *Ready*, we have come a long way in raising the baseline of preparedness in this country, but we still have a long way to go. As 2009 approaches, I urge all Americans to consider the importance – and real value – of being prepared for all hazards."

Being *Ready* for emergencies can be an easy new year's resolution to keep by following the *Ready* Campaign's three simple steps: 1) Get an emergency supply kit; 2) Make a family emergency plan; and 3) Be informed about the types of emergencies that can happen in your area and their appropriate responses.

By taking these three steps – in particular having an emergency supply kit both at home and in the car – Americans will be prepared for winter mainstays like power outages and icy roads. Each of these kits should include basic necessities such as water, food and first aid supplies to help you survive if you are without power or become stranded in your vehicle. Complete checklists for each kit are available at www.ready.gov.

This year, the *Ready* Campaign is employing new media strategies to promote emergency preparedness. By using Twitter, a social networking tool, *Ready* hopes to not only reach new audiences, but also to open the lines of communication with the public, ensuring emergency preparedness is top of mind year-round. Twitter users can stay up-to-date on the latest *Ready* activities by following their username, "ReadydotGov," on Twitter.

By making the decision to *Resolve to be Ready* in 2009 and following the simple preparedness steps in advance, Americans will minimize the impact of emergencies on themselves, their family and their businesses. By visiting www.ready.gov or calling 1-800-BE-READY,

individuals can access free materials that will help them make and keep a new year's resolution that will bring their families peace of mind.

February 2008 marked the Ready Campaign's fifth year at the Department of Homeland Security. Launched in 2003 in partnership with The Advertising Council, Ready is designed to educate and empower Americans to prepare for and respond to emergencies, including natural disasters and potential terrorist attacks. It has proven to be one of the most successful campaigns in Ad Council's more than 65-year history. Since its launch, the campaign has generated more than \$756.5 million in donated media support. Individuals interested in more information about family, business and community preparedness can visit www.ready.gov.

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