

(INSERT BUSINESS NAME) SPONSORS DISASTER PROGRAM FOR (INSERT SCHOOL NAME)

New Website Captures Disaster Preparedness Information

DATELINE — (DATE) — Parents and guardians of children attending (INSERT SCHOOL NAME) will be much better informed about disaster preparedness thanks to the (INSERT SCHOOL NAME) Ready-Or-Not website (INSERT URL) sponsored in part by (INSERT BUSINESS NAME), a local (INSERT DESCRIPTIVE).

“Helping local schools to serve their community through the Ready-or-Not service is a great cause” said (INSERT BUSINESS REPRESENTATIVES NAME). “After seeing how devastating recent disasters have been for parents and their children, sponsoring this website for (INSERT SCHOOL NAME) was an easy call. This community outreach initiative can help families be more self sufficient and better organized for disaster preparedness.

The Ready-Or-Not emergency preparedness website, created by New Jersey-based The Network IQ, LLC (TNIQ), organizes a wide range of emergency preparedness information from a number of major organizations into an easy to understand and organized online format. The Ready-or-Not service contains website links to federal, state and local disaster information and emergency preparedness resources, as well as, a host of others whose mission is to serve the public in the event of a disaster.

According to Fred Campbell, Managing Partner of TNIQ, the Ready-Or-Not service site was inspired by his desire to do something in the wake of 9/11, and spurred again by the disastrous lack of information-communications and coordinated response before, during, and in the aftermath of Hurricane Katrina. When I saw the total chaos, I knew that assembling information in one easy to obtain place would be a positive contribution.”.

“It struck me that even though children are the most helpless and bewildered by disasters, there was no central source of information for them or their parents and guardians about disaster response and recovery,” Campbell said. “There are some great resources out there, like Ready.gov, FEMA, the American Red Cross and others, but none of them really cover the entire landscape of resources. The Ready-or-Not service does, and more importantly, our service recognizes local services in the community where Ready-or-Not has been adopted”.

With Ready-Or-Not, hosting sponsors of the service are empowered to organize and communicate existing information in a simple way, to provide a basis for each school to organize and communicate their individual emergency response plan. The local school system becomes an active stakeholder in serving its community, and local emergency preparedness resources are included in the process.”

(PRINCIPAL’S NAME) said that the website is a welcome addition to (INSERT SCHOOL NAME) efforts to use technology to become more self sufficient for disaster preparedness. “We’re grateful to (INSERT BUSINESS NAME) for making this much-needed community outreach tool available to us.”

(CALL TO ACTION MESSAGE)