

The (insert name of host site) Implements New Disaster Preparedness Program

Online program aggregates disaster information for Educators, Students, Parents and their (name of) Community

(DATELINE) – April ##, 2006 (name of district, school or local) educators, students, parents and the (name of) community will be much better prepared for the next natural disaster thanks to their new (name of your program) Ready-or-Not program, a new disaster preparedness website that aggregates national, state and local community disaster resources in a clear and easy-to-understand way.

“After what we saw with Hurricane Katrina, we clearly must be more self sufficient and better organized for disaster preparedness,” said (spokesperson for the host site). “We think this Ready-or-Not program can help. With Ready-Or-Not, existing information has been organized in a simple and comprehensive way, and the service includes short video clips from the Department of Homeland Security and the Ad Council. The site provides anyone visiting our (insert district, school or local) Website with great information to help them organize their individual disaster plan.”

“There are some great State and National resources out there, like Ready.gov, the American Red Cross, The Humane Society and others, but none of them adequately cover the broader landscape of emergency preparedness resources, said Fred Campbell, managing director of the New Jersey-based The Network IQ (TNIQ) and originator of the program. “The Ready-or-Not site does, and more importantly, it can be customized to recognize local community resources and support services. “No other emergency preparedness service does this, and as we learned from recent disasters, working with local leadership, and supporting and recognizing the local resource, is a vital a component to any successful plan.”

“Louisiana teachers and school support personnel are among those on the grass roots front line as far as disaster preparedness goes,” said (insert spokesperson for the hosting site). “Whether there is a natural disaster, like an earthquake, a Pandemic like the Bird Flu, or an act of terrorism, we have a responsibility to take disaster preparedness in our own hands. We need to be better prepared than we ever have been before.”

(insert spokesperson for the hosting site) said the Ready-or-Not program is community oriented and can be adopted by any school system or civic minded organization with a commitment to their community. (he/she) wants to see other school systems and teacher associations take the leadership initiative to adopt this program so can extend the Ready-or-Not disaster response information into their local community.

(insert spokesperson for the hosting site) also sees a great opportunity for local schools to participate and share their own school-based emergency response plan with the parents of their school children through a locally sponsored Ready-or-Not service. “As families use the Ready-or-Not program to create their own family plan, it is important that they understand what their local school plan is. “There are (insert number of) schools in our general community and each school has its own emergency response plan. We encourage every family member of every student to familiarize themselves with our plan so they can take it into account when creating their own family plan” said (insert spokesperson for the hosting site).

“We see the Ready-or-Not service as a great way to enable us to involve parents and children in a way that would make them our partners in disaster preparedness and response,” (insert spokesperson for the hosting site) said. “This program has an outstanding section that shows families how create a family disaster preparedness program.”

(This is a great place to recognize a business or some other sponsor)

The Ready-or-Not program was provided to the (name of your organization free of charge. The \$279 annual fee for the first year of the service was donated the (insert business name). The program is also free of charge to visitors to the site, and the service carries no advertising and collects no information about visitors to the site.

“We don’t even get our name on the website,” said (name, title and business name). “This site is exclusively for the emergency preparedness of educators, children, parents, and everyone else in our community.”

(name) said his company serves educators in the (name of your school system) schools with (description of service, i.e. paper supplies), and that when he saw the horrifying devastation of 9/11 and the uncoordinated disaster response after Hurricane Katrina, sponsoring this site for the community was an easy call.

“I hope businesses like ours in every Louisiana community will take a similar initiative to support and help fund the creation of a local Ready-or-Not program in their community,” said (name).