



SAFEAMERICA®
FOUNDATION

IMMEDIATE RELEASE
June 24, 2010

Contact: Christina Dela Cruz
Safe America Foundation
Christina.DelaCruz@safeamerica.org
(770)-973-SAFE (7233)

National Emergency Preparedness Drill Previewed for Business and Government Leaders

June 24 "Preview" Workshop on 9/11 Drill Down for Safety Hosted by USA Today

Marietta, GA – The Safe America Foundation will hold a luncheon ‘preview’ of its second annual national preparedness campaign - the upcoming *9/11 Drill Down for Safety on Thursday, June 24th* from 12:00 – 2:30 pm. Held at the USA Today Headquarters in Tysons Corner, Virginia, the meeting will outline the Safe America’s objectives for its second annual national emergency preparedness drill.

Invited attendees to this meeting include leaders from government, business, and the non-profit sector. Attendees will hear presentations from HUD official Dabney Kern on the Federal plans for emergency response;; Sam Cipoletti from Verizon on a pilot project with Volunteer West Virginia and the Business Volunteer Council (BVC) to engage businesses and families; plus Safe America President and CEO Len Pagano on an educational campaign called ‘Text First, Voice Second™’ being launched with help from Gayle Manchin, First Lady of West Virginia, and her husband, Governor Joe Manchin (incoming Chairman of the National Governors Association).

Launched by Safe America in 2009, *Drill Down* promotes the planning and execution of emergency preparedness drills around America. Taking place during National Emergency Preparedness Month, the Foundation’s ultimate goal with *Drill Down* is to help forge a national “culture of preparedness.” Last year, over 400,000 individuals – from families to business executives, community leaders and youth – participated at over 120 sites nationwide – demonstrating their preparedness through drills, exercises, text emergency alerts, building an emergency preparedness kit and other activities.

Prominent features of the 2010 *Drill Down* preview meeting will include:

- *Drills stimulating over a million individuals in communities, businesses and families in America to improve their disaster readiness*
- *Expanded participation from a variety of public, private and non-profit partners such as the National PTA, the American Medical Association and the International Association of Emergency Managers*
- *A new “Text First, Talk Second™” educational campaign to have Americans adopt texting as the default means of non-critical communications in emergencies versus depending on voice communications*
- *The screening of new PSAs for “Drill Down” by West Virginia First Lady Gayle Manchin and “Text First, Talk Second™” by Ex’pression College students/recent graduates.*

About Safe America Foundation

The Safe America Foundation is a Marietta, Georgia based 501(c)(3) non-profit dedicated to addressing emerging health and safety issues – at home, work and play. Founded in 1994, the foundation develops educational programs in partnership with the academic, corporate, public and non-profit sectors. For more information, visit safeamerica.org or call (770) 973-7233. To learn more about the *9/11 Drill Down for Safety* please visit safeamericaprepared.org

###