



For Immediate Release

Month ##, 20##

Contact: **Name**
Phone Number
Email Address

ORGANIZATION SUPPORTS READY GEORGIA INITIATIVE

Campaign educates and empowers Georgians to prepare for and respond to emergencies

(CITY, GA) **Organization** is supporting *Ready Georgia*, the Georgia Emergency Management Agency's (GEMA) statewide emergency preparedness campaign, with **Event Name** on **Event Date**. *Ready Georgia* provides a local dimension to *Ready America*, a broader national campaign, and motivates Georgians to take action to prepare for a disaster.

In **Location**, **Organization** will utilize the *Ready Georgia* tools to encourage local citizens to prepare, plan and stay informed about emergency preparedness. *Ready Georgia* is also supported by the the Ad Council, The Home Depot and volunteer organizations that can engage the public and affect change.

"Preparedness is an important issue for all residents of **Location**," said **Representative**. "**Organization** calls on residents of all ages to take responsibility for their own readiness and get prepared. Our organization will be here to provide information on a local level to achieve the state's goal of having every citizen ready to maintain self-sufficiency for at least 72 hours following a disaster."

Ready Georgia provides individuals, schools, enforcement officials, volunteer organizations, community groups and local governments with an interactive Web site (www.ready.ga.gov) that includes a customizable checklist and plan, online community toolkit and advertising and public awareness media messaging to reach its audiences. Local organizations, like **Organization**, provide additional support throughout the state.

"Our organization will be supporting the *Ready Georgia* initiative by **include local activities**," continued **Representative**. "We also invite individuals to log on to www.ready.ga.gov for preparedness information and resources."

[INSERT SPECIFIC EVENT/ACTIVITY DETAILS HERE]

About Ready Georgia

Ready Georgia is a statewide campaign designed to educate and empower Georgians to prepare for and respond to natural disasters, pandemic outbreaks, potential terrorist attacks and other large-scale emergencies. The campaign is a project of the Georgia Emergency Management Agency (GEMA) and provides a local dimension to *Ready America*, a broader national campaign. *Ready Georgia* aims to prepare citizens for maintaining self-sufficiency for at least 72 hours following an emergency, and uses an interactive Web site, online community toolkit, broadcast and print advertising and public awareness media messaging to

reach its audiences. For more information visit ready.ga.gov, find *Ready Georgia* on Facebook at facebook.com/ReadyGA or on YouTube at youtube.com/ReadyGAfromGEMA.

About Organization

[INSERT BOILERPLATE INFO HERE]

###