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| **FOR IMMEDIATE RELEASE**  (Date) | **CONTACT:** (Name)  (Title)  (XXX) XXX-XXXX  Selena Valencia  California Earthquake Authority  (916) 263-5506 |

**(City of \_\_\_\_\_\_\_\_\_) Joins State Effort to   
“Outsmart Disaster”**

*State Campaign Aims to Improve Resiliency After Disasters, Get Communities Back on Their Feet Quickly*

(DATELINE) – The City of \_\_\_\_\_\_\_\_\_\_\_\_ has joined the state’s [Outsmart Disaster](http://www.outsmartdisaster.com) resiliency campaign, an effort aimed at reducing the impact of earthquakes and other such disasters by speeding post-disaster economic recovery.

[Outsmart Disaster](http://www.outsmartdisaster.com) is an outgrowth of a scenario that modeled the impacts of a magnitude 7.0 earthquake along the Hayward Fault, with its epicenter in Oakland. The “HayWired Scenario” found a disaster of that magnitude would be hugely disruptive, resulting in at least $100 billion in property damage and direct business losses. It would displace nearly half-a-million people from their homes and cause lengthy power and water outages in some places.

“California cities like \_\_\_\_\_\_\_\_\_\_\_ have become adept at preparing to respond to disasters,” said \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. “What we need to add an effort to plan how we would reduce the impact of disasters on our citizens and keep a disaster from becoming a catastrophe. A good start is to encourage our local businesses to enhance their resiliency.”

By signing on to the [Outsmart Disaster](http://www.outsmartdisaster.com) resiliency effort, the City of \_\_\_\_\_\_\_ will promote greater awareness of the risks and appropriate actions local business can take to lessen the impact of a disaster, and encourage local businesses to sign up for the Resilient Business Challenge to better position themselves to help speed the city’s economic recovery from a disaster and promote the [Outsmart Disaster](http://www.outsmartdisaster.com) effort.

“We / I encourage our local businesses, whether large or small, to take the Resilient Business Challenge,” said \_\_\_\_\_\_\_\_\_\_\_\_\_. “It is just as important to plan for lessen the damage of a disaster as it is to plan for responding to one.”

**More information about the state’s** [**Outsmart Disaster**](http://www.outsmartdisaster.com) **campaign can be found at http://www.outsmartdisaster.com.**