
MYSAFE:LA ADVISORY



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For more life safety information and to keep apprised of developments in California, visit:

www.mysafela.org

www.mysafecalifornia.org

www.lafd.org

www.mysmokealarm.org

FOR IMMEDIATE RELEASE

(October 15, 2015 - Los Angeles) -- MySafe:LA, the public education partner of the Los Angeles Fire Department, will host two events in concert with the annual Great California Shakeout on October 15, 2015. Following the morning exercise at USC, the media is invited to attend two interactive drills that involve a multi-casualty rescue at an L.A.U.S.D. school for the deaf, and a learning exercise for older adults on what to do if they're in a theater or public space when the anticipated BIG ONE strikes.

Event #1 —

WHAT: ShakeOut earthquake drill, involving first responders, students, faculty, and staff. This is the first time a drill of this magnitude has been held at a school for the deaf in Los Angeles. MySafe:LA makeup artists will moulage several students and staff to simulate earthquake related injuries that rescuers will have to assess and treat. Fire will erupt in an area of the school that will complicate the search and rescue operation.

WHERE: Marlton School for the Deaf, 4000 Santo Tomas Dr, Los Angeles, CA 90008

WHEN: Thursday, October 15, 2015

- 12:00 P.M. — Media Briefing in School Auditorium
- 12:30 P.M. — Drill begins with strong aftershock, and students will drop, cover, and hold on in class.

((Eds. — school has **photo releases** for nearly every student, so there will be very little restrictions on media access to the drill. **Spanish-language** speaker available))

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Event #2 —

WHAT:

QuakeSmart:LA presentation for Older Adults and families. The event will offer residents an opportunity to learn about earthquake preparedness and safety procedures, enjoy a light meal, and receive a free emergency “Go-Bag” and a DVD copy of MySafe:LA’s award-winning film *Older Adult Fire Safety*, which was shot at Park La Brea in 2014. Attendees will hear an amazing story of survival from American photographer Eric Poppleton who was in Nepal when the massive earthquake struck in April, killing 9,000 people. LAFD crews will then stage a hi-rise rescue using an aerial ladder. The event is part of MySafe:LA’s effort to reach out to older adults — a growing demographic in America — with key fire and life safety and earthquake preparedness skills.

WHERE: Park La Brea Apartments, Activity Center Theater, 475 S Curson Ave, Los Angeles, CA 90036 (enter complex via guard shack at 6th and Curson)

WHEN: Thursday, October 15th, 2015, 3:30 P.M.

For Events 1 & 2 —

WHO: Speakers include LAFD Assistant Bureau Commander **Ronnie Villanueva**, Director of Communication, Education and Outreach for the Southern California Earthquake Center **Mark Benthien**, MySafe:LA Executive Officer **David Barrett**, Los Angeles Unified School District Office of Emergency Services Coordinator **Dr. Jill Barnes** (Marlton School only); and Cinematographer and Nepal earthquake survival Eric Poppleton (Park LaBrea Only).

((Eds: at the Park La Brea event, Elianne Gonzalez, Hispanic Press Officer from the Insurance Information Institute will be available for one-on-ones, in Spanish, on Earthquake Insurance for renters. Janet Ruiz, California Representative for the Insurance Information Institute will be available for interviews in English.))

For more information from the Los Angeles Unified School District, contact Shannon Haber, LAUSD Director of Communications and Media Relations, mobile # 213.393.1289

For more information from the LAFD, contact Public Information Officer, Captain Daniel Curry, mobile # 213.359.9415

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