



## News from: Oakland Fire Department

### MEDIA ADVISORY

October 14, 2015

## Oakland ShakeOut to Celebrate ADA with inclusionary emergency prep fair, flash mob of people with disabilities demonstrating "Drop/Lock, Cover, Hold On"

Hundreds of participants are expected at the Oakland ShakeOut to Celebrate ADA event featuring an **inclusionary earthquake preparedness fair** and a **speaker program with emergency preparedness experts and disability/access and functional needs advocates**. A **flash mob** at 10:15 a.m. will demonstrate the "Drop/Lock, Cover, Hold On" actions to reduce injury and death during earthquakes. The Big Shaker – the **world's biggest, mobile earthquake simulator** – will offer a unique experience.

The steps we take now before a big earthquake will determine what our lives will be like afterwards.

Join us as we mark the 2015 Great California ShakeOut and the 25<sup>th</sup> anniversary of the Americans with Disabilities Act (ADA). More information at [oaklandnet.com/ShakeOutADA](http://oaklandnet.com/ShakeOutADA)

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#### Onsite Contact for Media Preview

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#### **WHEN: Thursday, October 15, 2015**

**6 to 9 a.m. – Media preview: Experience The Big Shaker, interview earthquake & emergency preparedness experts including Dr. Lucy Jones from the USGS (roster below)**

**9:30 a.m. – Speaker Program (roster below)**

**10:15 a.m. – "Drop/Lock, Cover, Hold On" flash mob**

**9 a.m. to 2 p.m. – Inclusionary Preparedness Fair**

**WHERE:** Frank H. Ogawa Plaza, in front of City Hall, 14<sup>th</sup> Street at Broadway

**WHY:** Interview Dr. Lucy Jones, Seismologist and Chief Scientist, from USGS Science Applications for Risk Reduction (SAFRR)

Capture images of scores of participants during the "Drop/Lock, Cover, Hold On" flash mob

Share The Big Shaker experience (live or pre-recorded) with your audience as it simulates earthquakes up to magnitude 8.0.

Hear a special tribute to the late Richard Devylder, a disability rights activist who touched so many lives while serving as Chief of the Office for Access and Functional Needs at CalOES

Learn how Oakland is a leader in integrating people with disabilities

and others with access and functional needs into emergency preparedness efforts

Stroll the interactive demonstrations and information displays hosted by the City's preparedness partners

**WHO:**

**Media Preview Interviews 6 – 9 a.m.  
Earthquake & Emergency Preparedness Experts**

- **Dr. Lucy Jones**  
Seismologist and Chief Scientist  
USGS Science Applications for Risk Reduction (SAFRR)
- **Janiele Maffei**  
Chief Mitigation Officer, California Earthquake Authority (CEA)
- **Brian Lowe**  
Mitigation Specialist, Ready America

**Speaker Program 9:30 a.m.**

- Oakland Mayor **Libby Schaaf**
- Oakland Fire Deputy Chief **Darin White**
- **Robert Fenton, Jr.**, Administrator, Federal Emergency Management Agency, Region IX
- **Mark Ghilarducci**, Director, Governor's Office of Emergency Services (CalOES)
- **Vance Taylor**, Chief, CalOES Office of Access and Functional Needs
- **Erica Jones**, Director, Pacific ADA Center
- **Stuart James**, Executive Director, Center for Independent Living

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