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 25th anniversary of the Americans with Disabilities Act (ADA). More information at [oaklandnet.com/ShakeOutADA](http://oaklandnet.com/ShakeOutADA)

**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, 14th 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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