



**May 1, 2002**  
**For immediate release**

### **Are you prepared? Personal Disaster Safety**

TORONTO, ONTARIO – The Institute for Catastrophic Loss Reduction (ICLR) will be embarking on a multi-city media tour during Emergency Preparedness Week, to be held May 6 to 12, 2002. Canadians will be provided with valuable information on how they can take a more proactive role in building resilient communities and becoming better prepared in the event of a natural disaster.

ICLR will actively promote emergency preparedness information in communities through a media campaign and the national release of a new public service announcement - Are you Prepared - Personal Disaster Safety - in conjunction with the Canadian Red Cross.

The public awareness campaign is designed to teach people how to put together a disaster safety kit to help prepare themselves for the first 72 hours following a major disaster. The kits should include basic safety equipment, food and water supplies, a ready-to-go bag (cash, medication, clothing, keys, etc.), personal hygiene kit, and other essential items such as blankets, copies of personal documents, and a supply of food and water for pets.

The items should be stored in a waterproof container to be placed in a convenient area, accessible when disaster strikes. Kits should be checked every six months to ensure that they meet changing needs. Since disasters can strike at any time, ICLR is encouraging people to prepare themselves now.

During Emergency Preparedness Week, ICLR Research Officer Leanna Falkiner will be available for media interviews in the following cities: Monday, May 6, 2002 London and Woodstock Tuesday, May 7, 2002 Kitchener-Waterloo, Cambridge, Guelph Wednesday, May 8, 2002 Hamilton, St. Catharines, Niagara Falls Thursday, May 9, 2002 Oshawa, Toronto Friday, May 10, 2002 Peterborough Telephone interviews for both print and electronic media in cities across Canada can also be arranged.

Established in 1998 by Canada's property and casualty insurers, ICLR is an independent, not-for-profit research institute based in Toronto and at the University of Western Ontario in London, Canada. ICLR is a centre of excellence for disaster loss prevention research and education. ICLR's research staff is internationally recognized for pioneering work in a number of fields including wind and seismic engineering, atmospheric sciences, water resources engineering and economics. Multi-disciplined research is a foundation for ICLR's work to build communities more resilient to disasters.

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