



Baltimore
Metropolitan
Council

FOR IMMEDIATE RELEASE
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“READY? SET? GOOD!” CAMPAIGN ENCOURAGES EMERGENCY PREPAREDNESS AT HOME

BALTIMORE, MD (March 31, 2015) – Extreme weather, power outages and attacks on infrastructure happen every day around the world. Residents in the Baltimore region need to prepare at home before an emergency occurs.

“Ready? Set? Good!” is a call-to-action emergency preparedness campaign through the Baltimore Urban Area Security Initiative that encourages people to put aside a portable, battery-powered radio, flashlight and one gallon of water per person, per day to help get them through those first critical hours when basic services are down. The campaign targets homeowners, heads of households, moms, dads, caregivers and families to prepare for an emergency before one happens.

The first 72 hours into an emergency situation are critical. It takes emergency personnel that long to restore basic services – electricity, heat, water, clearing of streets from snow and debris, etc. By preparing at home with, at minimum, a radio, flashlight and water, you are able to: know what outside communication is available about the situation; navigate safely around your home; and stay hydrated.

We encourage you to use a checklist to prepare other items – blankets, non-perishable foods, etc. – as well beforehand. Keep the checklist in your wallet or purse, and purchase items whenever you’re at a store running other errands.

In addition, “Ready? Set? Good!” advertisements will appear on television, radio and digitally through Memorial Day weekend through partnerships with CBS Radio and WMAR TV. Representatives of the campaign also will appear at such events as the Towsontown Spring Festival on May 2 and 3 to speak with attendees about emergency preparedness.

The “Ready? Set? Good!” emergency preparedness campaign is a regional effort funded by the Baltimore Urban Area Security Initiative (UASI), a preparedness grant from the

federal government. UASI member jurisdictions include Baltimore City, Annapolis, Anne Arundel, Baltimore, Carroll, Harford and Howard counties.

For more information, including tips and a checklist of recommended items, visit www.readysetgood.org.

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The Baltimore Metropolitan Council (BMC) works collaboratively with the chief elected officials in the region to create initiatives to improve the quality of life and economic vitality. BMC, as the Baltimore region's council of governments (COG), hosts the Baltimore Regional Transportation Board (BRTB), the federal metropolitan planning organization (MPO), and supports local government by coordinating efforts in a range of policy areas including emergency preparedness, housing, cooperative purchasing, environmental planning and workforce development.

BMC's Board of Directors includes the Baltimore City mayor, Anne Arundel, Baltimore, Carroll, Harford and Howard county executives, a member of the Maryland State Senate, a member of the Maryland House of Delegates and a gubernatorial appointee from the private sector.