



News Release

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Free *Ready Lowcountry* Event on Feb. 21 Helps Citizens Prepare for Emergencies

Citizens asked to "Resolve to be Ready in 2009" through the U.S. Department of Homeland Security's National Ready Campaign.

Citizens in the Tri-County area are invited to attend a free Ready Lowcountry event on Saturday, Feb. 21, from 12-6 p.m. at the North Charleston Fire Museum, 4975 Centre Pointe Drive in North Charleston.

Ready Lowcountry is a new campaign that brings together government agencies, emergency management officials, businesses and volunteers throughout the Tri-County area to help localize the [U.S. Department of Homeland Security's \(DHS\) National Ready Campaign](#).

The outdoor event on Feb. 21 is free to the public (Fire Museum admission is separate). The event, which is being coordinated by the [Lowcountry Community Emergency Response Team \(CERT\)](#), will include:

- Information for families, businesses and children on how to prepare for any emergency
- Interactive Ready Kids area to demonstrate fire safety and other preventative tips
- Silent auction for items donated by Ready Lowcountry partners (all proceeds will benefit Lowcountry CERT, a 501(c) 3, and its communities)
- Interactive displays from federal, county and municipal governments, volunteer organizations and local businesses to include rescue boats, fire trucks, etc.

DHS is encouraging everyone to "Resolve to Be Ready in 2009."

Ready Lowcountry will help DHS get out its message by encouraging everyone to just take three steps:

1. Get an emergency supply kit.
2. Make a family emergency plan.
3. Get involved and be informed about different types of emergencies that could occur and the appropriate way to respond.

To help everyone take these steps to get prepared, Ready Lowcountry partners will continue to organize various events throughout the year.

Residents can visit www.ready.gov to learn how to prepare their family, home and business for all types of emergencies including natural and man-made disasters. The Web site offers free downloadable resources, including family emergency plan templates and sample business continuity plans.

Ready Lowcountry Partners include:

- [American Red Cross, Lowcountry Chapter](#)
- [Berkeley County Government](#)
- [Charleston County Area Project Impact](#)
- [Charleston County Government](#)
- [Charleston County Volunteer Fire and Rescue Squad](#)
- [Charleston Metro Chamber of Commerce](#)
- [City of Charleston](#)
- [City of North Charleston](#)
- [Disability Resource Center](#)
- [Dorchester County Government](#)
- [East Cooper Community Outreach](#)
- [Lowcountry CERT \(Community Emergency Response Team\)](#)
- [Lowcountry Food Bank](#)
- [Lowcountry Medical Reserve Corps](#)
- [ProPac, Inc.](#)
- [South Carolina Emergency Management Division](#)
- [Town of Mount Pleasant](#)
- [Trident United Way](#)
- [U.S. Coast Guard Sector Charleston](#)

SIDEBAR: More information on the DHS Ready campaign

- February 2009 will mark the Ready Campaign's sixth year at the Department of Homeland Security. Launched in 2003 in partnership with The Advertising Council, Ready is designed to educate and empower Americans to prepare for and respond to emergencies, including natural disasters and potential terrorist attacks.
- DHS is making the decision to Resolve to be Ready in 2009.
- By following the simple preparedness steps in advance, Americans will minimize the impact of emergencies on themselves, their family and their businesses.
- By visiting www.ready.gov or calling 1-800-BE-READY, individuals can access free materials that will help them make and keep a new year's resolution that will bring their families peace-of-mind.
- The Ready Campaign has proven to be one of the most successful campaigns in Ad Council's more than 66-year history.
- Free preparedness resources, such as a Family Emergency Plan template and an Emergency Supply Kit Checklist are just a click away at www.ready.gov or www.listo.gov.
- The Ready Web site also has a special section for kids, ages 8-12, (Ready Kids) and small-to-medium-sized businesses (Ready Business). Be sure to check it out – print out your emergency plan template and emergency supply kit list and begin planning with your family today.
- Emergencies will happen, but taking action now can help us minimize the impact they will have on our lives. Remember, *Now's the Time. Resolve to be Ready in 2009.*