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Media Advisory

The Nevada Division of Emergency Management/ Homeland Security Partners with Department of Transportation and University of Nevada, Reno for National Preparedness Month

The Nevada Division of Emergency Management/Homeland Security (NDEM), the Nevada Department of Transportation (NDOT), the Nevada Department of Public Safety and the University of Nevada, Reno (UNR) will participate in National Preparedness Month to encourage the public to plan for emergencies.

NDEM, in conjunction with NDOT, will be at Mackay Stadium on Saturday, Sept. 21, for UNR's second home game of the 2013 season as they host the University of Hawaii. Please stop by the booth by the entryway arches or the table near the concession stand to learn more about easy disaster preparedness tips, to support Nevada's Zero Fatalities traffic safety pledge, and to receive informational giveaways items.

WHO: Nevada Division of Emergency Management/Homeland Security, Nevada Department of Transportation, Nevada Department of Public Safety and University of Nevada, Reno (Police, Emergency Management and Athletics Department).

WHAT: As part of National Preparedness Month, NDEM and NDOT staff will be on hand before the Wolf Pack vs. Hawaii football game to answer questions, provide educational materials and pass out promotional giveaways for attendees. Several emergency preparedness and self-help brochures will be available including:

- Preparing for Floods, Earthquakes, Wildfires and other natural disasters
- Emergency Supply Kits
- Easy preparedness checklists
- Developing a Family Disaster Kit
- Zero Fatalities Traffic Safety Pledge Cards

September is National Preparedness Month (NPM). Established after 9/11 to increase preparedness in the United States, September is a fitting time for everyone to join the safety effort. Preparedness is a shared responsibility; it takes a whole community.

The national preparedness architecture encompasses prevention, protection, response, and recovery efforts to prepare the United States for all hazards – whether terrorist attack or natural disaster. Sponsored by the Ready Campaign and Citizen Corps, this year's National Preparedness Month will focus on strengthening our communities through public events and online communities.

The Zero Fatalities Safety traffic safety movement focuses on eliminating fatalities on Nevada roadways. The awareness campaign encompasses five key safety reminders: Always Buckle Up, Don't Drive Impaired, Focus on the Road, Stop on Red, and Be Pedestrian Safe. Some people may think zero is an impossible goal, but when it comes to your family and friends, what other number would be acceptable? The State is aiming for zero fatalities because every life matters.

WHEN: Saturday, Sept. 21, 2013

WHERE: Mackay Stadium, 1664 N. Virginia Street, Reno, NV 89557

TIME: The preparedness booth will open from 3 p.m. until the start of the game at 5:05 p.m.

WHY: Emergencies can happen anytime and anywhere. Households, businesses and organizations should prepare to be self-reliant for three days without utilities, electricity, or water, without access to supermarkets or local services and even without response from police, fire or rescue. Preparing can start with four important steps: Be informed about emergencies that could happen and identify sources of information in your community that will be helpful before, during and after an emergency. Make a plan for what to do in an emergency. Build an emergency supply kit. Get involved.

For more information about National Preparedness Month, go to www.dem.nv.gov.

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For more information on Zero Fatalities, go to <http://www.zerofatalitiesnv.com/>

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