



FOR IMMEDIATE RELEASE

October 5, 2006

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SAFELY OUT™ PROJECT REACHES FIRST DISTRIBUTION MILESTONE OF 1,000 KITS AND FIRST MAJOR SPONSOR

Newly Discovered Levee Damage Reminds Us to Be Prepared this Winter

(October 5, 2006 – Sacramento, CA) -- Recent media coverage of new levee repairs on the Sacramento-San Joaquin Delta, coupled with the first rain of the season, reminds us of the returning threat of floods this winter and next spring. Levee repairs have been planned for some time but last winter left indications of more damage once river levels subsided. It is a good reminder that we all need to prepare for the possibility of an evacuation, and especially ensure that the most vulnerable among us are protected.

Citizen Voice is proud to announce that the SAFELY OUT™ Sacramento metro pilot project has reached its first milestone of 1,000 kits distributed in the region. In less than 30 days, 1,000 people have committed to taking the first critical step to make sure they are prepared in the event of any type of disaster evacuation. This is only the beginning of what is rapidly becoming a major “neighbor helping neighbor” effort.

Citizen Voice is also very pleased to share with the community that the first SAFELY OUT™ major sponsorship has been received through The California Health Care Foundation’s \$25,000 contribution to the effort. Sponsors provide monetary support that will expand the reach of the project and assist in distributing kits to those with limited financial resources. Ultimately, \$500,000 will be needed to complete the initial phase of the Sacramento region pilot project with the successful distribution of 25,000 kits.

SAFELY OUT™, a Citizen Voice project in partnership with the American Red Cross Sacramento Sierra Chapter, is designed to help safely evacuate the vulnerable during both natural and man-made disasters. SAFELY OUT™ is designed as a neighbor helping neighbor evacuation effort, assisting vulnerable populations in reaching safety and relieving the burden first responders and caregivers often shoulder alone. It is believed to be the first strategic approach in the U.S. targeting our most vulnerable during disasters that involves the entire community in the evacuation effort.

The SAFELY OUT™ Kit is the foundation of the project. Elements of the kit include:

- SAFELY OUT™ Door Hanger (that can be used to signal for assistance using the red “NEED HELP” side, and let others know when the vulnerable are “SAFELY OUT™” using the green side)
- SAFELY OUT™ Refrigerator Magnet Booklet (with essential contact and evacuation information tailored to the needs of each individual or family)
- SAFELY OUT™ Helper Information Sheets (giving those volunteering to assist a vulnerable person the information they need to help)

- SAFELY OUT™ Storage Bag (for keeping spare medicines, medical insurance information, etc. safe inside the refrigerator – a place that is air tight, water tight, and fire resistant)
- SAFELY OUT™ Wallet Information Card (carried by the vulnerable in the event of disaster while away from home)
- SAFELY OUT™ Kit How-To Brochure
- A permanent marker and erasable ink pen to complete the Kit contents
- An adhesive strip to hang the “NEED HELP” sign in a window should the front door not be easily visible

Kits are now available online at www.CitizenVoice.org, by mail, and in person at the Red Cross Sacramento Sierra Chapter store, located at 8928 Volunteer Lane, Suite 100 in Sacramento. A \$10 suggested minimum contribution per kit is requested (plus \$2.50 shipping/handling per kit for mail orders.) Those individuals, groups and businesses interested in ordering kits, making a contribution to get kits to others in need, or becoming a SAFELY OUT™ project sponsor can do so at www.CitizenVoice.org or by calling (916) 503-3194. Kit orders and contributions can be made online or by mail (mail only, there is no counter service available at this address) to Citizen Voice, 1215 K Street, 17th Floor, Sacramento, CA 95814.

ABOUT CITIZEN VOICE

Citizen Voice is a 501C3 nonprofit, nonpartisan movement with a mission to inspire, inform and involve citizens in the public arena on behalf of all, especially the vulnerable. Citizen Voice fulfills its mission by fostering active participation in the public arena as well as involving citizens in both practical immediate intervention and work towards long-term changes that protect the vulnerable. For more information on Citizen Voice, visit www.CitizenVoice.org.

ABOUT THE AMERICAN RED CROSS SACRAMENTO SIERRA CHAPTER

Founded in 1898, the Sacramento Sierra Chapter of the American Red Cross serves 2 million people in Amador, Alpine, Calaveras, El Dorado, Placer, Sacramento, Tuolumne, East Yolo and East Nevada counties. The chapter responds to roughly one emergency each day, providing victims of disasters like wildfires, floods, earthquakes and house-fires with shelter, food, clothing and comfort in those crucial first days after a disaster. For more information on local Red Cross programs and services, visit www.sacsierraredcross.org.

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