



## FOR IMMEDIATE RELEASE

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## CONTACT

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### **SAFELY OUT™ PROJECT REMINDS SACRAMENTO TO GET PREPARED ON THE FIRST DAYS OF FLOOD SEASON**

*Protect Your Family from Disaster with a SAFELY OUT Kit*

(November 2, 2006 – Sacramento, CA) – On the dawn of the 2007 flood season, the SAFELY OUT™ Project wants to remind Sacramento to get prepared. With levee repairs still underway throughout the region, developing rain clouds serve as a good reminder that we all need to prepare for the possibility of a flood evacuation. Most importantly, we need to ensure that the most vulnerable among us are protected.

More than 2,000 people have committed to taking the first critical step to make sure their families 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.

Major sponsors are continuing to come on board to show their support for the SAFELY OUT Project, including The California Health Care Foundation’s \$25,000 contribution. The CHCF’s contribution will sponsor distribution of 2,500 kits to the vulnerable. More major sponsors will be announced soon. 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](http://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](http://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, 17<sup>th</sup> 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](http://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](http://www.sacsierraredcross.org).

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