



**FOR IMMEDIATE RELEASE**

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**CITIZEN VOICE™ AND CalEMA PARTNERSHIP GROWS –  
DISTRIBUTION OF 40,000 SAFELY OUT™ KITS STATEWIDE COMMENCES –  
TSUNAMI PREPAREDNESS TAKES ROOT**

(March 23, 2011– Sacramento, CA) – This week, 40,000 SAFELY OUT™ kits will begin being distributed throughout the state of California, helping prepare some of our most vulnerable for disasters. This historic step marks yet another milestone in the rapidly growing partnership between Citizen Voice, the California Emergency Management Agency (CalEMA), and other major supporters. Last fall, CalEMA granted Citizen Voice funds to distribute tens of thousands of SAFELY OUT™ Kits statewide to residents that would have difficulty in evacuating after a manmade or natural disaster – the frail elderly, disabled and families with young children. A national Rand report recently cited SAFELY OUT™ as nationwide best practice in its recommendations to state and local governments nationwide.

Recognizing that we all need to be "first responders" during a major disaster, the SAFELY OUT™ Kit provides a unique alert and helper system so a vulnerable person knows that at least three of his or her neighbors have agreed prior to a disaster that they will assist them to safety. SAFELY OUT™ Kits also enable neighbors to help vulnerable neighbors get out with the critical information needed to reunite them with family or caregivers, alert others of their medical needs and more. The SAFELY OUT™ Project thus serves as a vital "force multiplier," greatly assisting professional emergency responders with carrying out their difficult and often dangerous duties.

SAFELY OUT™ Kits will be distributed in Northern, Southern and Central California in coming weeks through partner agencies that serve the vulnerable populations Citizen Voice's SAFELY OUT™ Project seeks to reach. "We strive to work with community agencies that already know who the people are that would benefit most in receiving a SAFELY OUT™ Kit," stated Gary Dietrich, Co-founder and President of Citizen Voice.

As the nation watches and mourns the devastation that has occurred in Japan in recent days, ironically this is California's official Tsunami Awareness and Preparedness Week. As part of the current statewide distribution of Kits, Citizen Voice is proud to partner with CalEMA in distributing 1,000 SAFELY OUT™ Kits

in the North Coast area actually hit by the Japanese earthquake-generated tsunami. "We have been working for months on plans for distributing SAFELY OUT™ Kits in this area that has significant potential for impact by a tsunami. Little did we know that they would be hit so soon by an actual tsunami, highlighting the geographic vulnerability of areas like this up and down the California coast," stated Dietrich.

Other major project partners in the large-scale SAFELY OUT™ Kit distribution currently underway include the Sacramento County Department of Water Resources and the Guiding Hands Foundation.

### **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. For more information on Citizen Voice or the SAFELY OUT™ Project, visit [www.CitizenVoice.org](http://www.CitizenVoice.org).

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