



## CALL FOR CAMERAS

### SAFELY OUT™ PROJECT REPORTS ON SUCCESS AFTER FIRST YEAR OFFERING SOLUTION TO EVACUATE THE VULNERABLE DURING DISASTERS

*SAFELY OUT Will Unveil a Major Financial Partnership at Aug. 29 Press Conference*

#### FOR IMMEDIATE RELEASE

August 23, 2007

**WHAT:** In just its first year, Citizen Voice has secured over a third of a million dollars in funding for the national pilot project to distribute kits to the vulnerable in the greater Sacramento region. 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.

SAFELY OUT has already met its initial goal of distributing 10,000 SAFELY OUT Kits and the next 15,000 are in production. SAFELY OUT's pilot phase will be completed upon distribution of 100,000 kits, when the project will expand its reach throughout California and then nationwide. Due to extensive media coverage of the precedent-setting effort, inquiries and individual SAFELY OUT Kit orders have already come from as far away as Chicago, Seattle and Hawaii.

In addition to the many generous sponsors the SAFELY OUT Project has partnered with over the past year, a very large financial partnership will be unveiled at the event on August 29.

**WHO:** Gary Dietrich, Citizen Voice Co-founder and President  
Roger Dickinson, Sacramento County Supervisor  
Sacramento County Sheriff John McGinness

Additional supporters that represent: Government, business, emergency response, the faith-based community, media, and non-profit

**WHEN:** Wednesday, August 29, 2007 – Also the 2<sup>nd</sup> anniversary of Hurricane Katrina  
10:30 a.m. – 11:30 a.m.

**WHERE:** Discovery Park Boat Launch area off of Richards Blvd. in Sacramento, CA

**VISUALS:** Backdrop of the confluence of the American and Sacramento Rivers at Discovery Park, with new home rooftops peeking over the levee – those most at risk to a levee failure and flooding disaster in Sacramento. Cutting a ceremonial anniversary cake with our largest supporter.

**CONTACT:** Heather Atherton, SAFELY OUT Media Coordinator - 916/316-4568 or [heather@athertonpr.com](mailto:heather@athertonpr.com).

###