



GOLETA VALLEY
CHAMBER OF COMMERCE
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**American
Red Cross**

Santa Barbara County Chapter

For Immediate Release

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Goleta Partnership for Preparedness Announces “Goleta Prepare Now”

September 1 press conference kicks off important two year community disaster preparedness campaign

Goleta, CA, August 27, 2009-The Goleta Partnership for Preparedness (GP4P), an innovative alliance of the City of Goleta, the Goleta Valley Chamber of Commerce, and the American Red Cross, Santa Barbara County Chapter, is pleased to announce the launch of “Goleta Prepare Now,” a two year initiative that aims to provide important Disaster Preparedness information to every Goleta resident. **In a press conference on Tuesday, September 1 at 10:30 a.m. at the Goleta Kmart, Goleta Mayor Roger S. Aceves, Goleta Chamber of Commerce CEO Kristen Amyx and American Red Cross, Santa Barbara County Chapter CEO Louise Kolbert will introduce this exciting new initiative to the community.**

Through outreach, education, workshops and a strong community presence, GP4P’s “Goleta Prepare Now” is reaching out to every member of the Goleta community to promote Disaster Preparedness. Throughout the month of September, which is National Preparedness Month, GP4P will have volunteers and Preparedness Displays set up at a number of Goleta grocery, drug and hardware store, as part of the “Goleta Prepare Now” “Shop for your Kit” campaign. Displays will feature Emergency Preparedness information, materials, and emergency backpacks for sale and volunteers will hand out reusable grocery store bags with preprinted information on what should be included in a basic Emergency Kit. Shoppers will be encouraged to purchase Emergency Kit supplies as they do their regular shopping. “Shop For Your Kit” is the first phase of the two-year long initiative.

As part of “Goleta Prepare Now,” GP4P will also give presentations and Community Workshops on Disaster Preparedness, hold an Emergency Backpack giveaway for low-income individuals and families and create a Community Emergency Response Training (CERT) program. CERT is a nationwide program that trains members of the community in Emergency Preparedness, Leadership, Search and Rescue and First Aid.

“In the past year, we have experienced an unusually large number of disasters,” said Roger Aceves, Mayor, City of Goleta. “The Goleta Partnership for Preparedness wants to educate and empower Goleta residents with the tools they need to take care of themselves and their families, because it isn’t “If” a disaster is going to happen – it’s “When.”

“Goleta’s business community is excited to participate in this initiative and get Disaster Preparedness information into the hands of every Goleta resident and business,” said Kristen Amyx, CEO, Goleta Valley Chamber of Commerce. “It is our responsibility as employers and employees to prepare ourselves and our workplaces for the unthinkable.”

“It has been an honor to work with the City of Goleta and the Goleta Chamber of Commerce over the last two years through the Goleta Partnership for Preparedness,” said Louise Kolbert, CEO, American Red Cross, Santa Barbara County Chapter. “And now, with “Goleta Prepare Now,” we are recommitting ourselves to our goal of ensuring that residents and businesses are prepared in the event of a disaster.”

Media Advisory

WHO: Roger S. Aceves, Mayor, City of Goleta; Kristen Amyx, CEO, Goleta Valley Chamber of Commerce; Louise Kolbert, CEO, American Red Cross, Santa Barbara County Chapter; invited guests

WHAT: Goleta Partnership for Preparedness press conference announcing “Goleta Prepare Now”

WHEN: 10:30 a.m., Tuesday, September 1, 2009

WHERE: Kmart front parking lot, 6865 Hollister Avenue, Goleta

About the Goleta Partnership for Preparedness (GP4P)

An innovative alliance formed by the City of Goleta, the Goleta Valley Chamber of Commerce and the American Red Cross, Santa Barbara County Chapter, the sole purpose of the Goleta Partnership for Preparedness (GP4P) is to provide leadership, education, and outreach to the Goleta community to ensure that residents and businesses are prepared in the event of a disaster. The partnership launched its first initiative in October 2007 with the goal to purchase two fully stocked Emergency Preparedness American Red Cross Shelter Trailers that are now strategically placed in two Goleta locations. The second goal of GP4P was to work with the business community on continuity planning and preparedness. With the Governor’s office, the Partnership held a workshop for businesses entitled, “Ready, Respond, Recover in February 2008. The Chamber of Commerce then developed a monthly gathering for businesses to work on their disaster planning. GP4P’s third goal is to ensure that every Goleta resident is prepared in the event of a disaster through its two year initiative, “Goleta Prepare Now.”

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