



## City of Maple Ridge News Release

FOR IMMEDIATE RELEASE

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### **City of Maple Ridge and the Insurance Bureau of Canada Sponsor Shake Zone Tour for Earthquake Awareness**

**Maple Ridge, BC:** Emergency Preparedness Week runs May 1 – 7, 2016 and to kick off this year's event the City of Maple Ridge has teamed up with the Insurance Bureau of Canada (IBC) and the City of Pitt Meadows to help make sure British Columbians are prepared, both physically and financially, for an earthquake or other natural disaster.

"IBC is pleased to have the opportunity to join with the City of Maple Ridge for the Shake Zone tour. Preparing Canadians for an earthquake is a priority for Canada's insurance industry," said Bill Adams, Vice-President, Western & Pacific, IBC. "More than 2,000 earthquakes occur in BC every year and, luckily, very few cause damage. But at some point, a big one will hit. It is not a matter of if, but when."

"Last year I took my two young sons to check out the Shake Zone and I can tell you, firsthand, that it made an impression on my children and sparked an important conversation about our family emergency preparedness," said Mayor Nicole Read. "It's a wonderful display and an opportunity for you to meet our Emergency Preparedness team and get the information you need to be prepared for any type of an emergency."

Natural Resources Canada estimates that there is a 30% chance that a major earthquake will strike BC in the next 50 years. IBC commissioned a study in 2013 that indicated such an earthquake could result in \$75 billion in overall economic losses.

Families are encouraged to stop by and experience the Shake Zone, a portable earthquake simulator that simulates an 8.0 magnitude earthquake, which will be on display as part of the outdoor show at the Ridge Meadows Home Show on Sunday, May 1, 2016 from 9:00 am to 5:00 pm. A survey commissioned by IBC showed that most Canadians in earthquake-prone areas are not prepared to handle a major earthquake. The Shake Zone will be making 34 stops across BC to raise awareness about this important issue and help ensure individuals know what it means to be prepared.

“This is a great opportunity to make sure people know what to do in the event of a major earthquake. Preparing for a disaster means taking action now, such as creating an emergency preparedness kit for your home,” said Patrick Cullen, Emergency Program Coordinator for the City of Maple Ridge. “The Shake Zone is a vital tool to help us get the message out to the community that preparation is essential.”

For more information about the Shake Zone or to find out about an event near you, please go to <http://www.ibc.ca/bc/disaster/earthquake/shakezone/>. Be prepared! Visit us at [mapleridge.ca/1279](http://mapleridge.ca/1279) to learn about events taking place during Emergency Preparedness Week and to discover more about how you can take steps to protect your family. You can also contact Patrick Cullen, Emergency Preparedness Coordinator by email at [emergencyprogram@mapleridge.ca](mailto:emergencyprogram@mapleridge.ca) or by phone at 604-467-7301.