

# Press Release

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## **DHS' READY CAMPAIGN URGES GULF COAST REGION RESIDENTS TO TAKE ACTION AND PREPARE FOR GUSTAV**

WASHINGTON – As Tropical Storm Gustav makes its way into the Gulf of Mexico, the U.S. Department of Homeland Security's *Ready* Campaign ([www.ready.gov](http://www.ready.gov)) reminds Gulf Coast region residents about the importance of taking precautionary measures to prepare for an emergency situation or evacuation before Gustav approaches our shores. Specifically, the *Ready* Campaign encourages citizens to get an emergency supply kit, make an emergency plan, and to be informed about what to do if Tropical Storm Gustav gains strength, turns into a hurricane, and heads in their direction.

“Regardless of its predicted path, it is important for citizens in the Gulf Coast region to listen to what their local officials are advising over the course of the next few days and to take these simple steps to prepare,” said Homeland Security Secretary Michael Chertoff. “If residents make individual and family preparations, they make it easier for first responders to focus on people who can't help themselves and need help first.”

*Ready* recommends having a three-day supply of water for each individual in your family, including pets, along with non-perishable food, a battery-powered radio, extra batteries and a flashlight. It is also important to consider your family's unique needs such as medication and any important documents like property insurance. Additionally, pet owners should check which shelters in the area will take animals in case of evacuation.

*Ready's* Web site, [www.ready.gov](http://www.ready.gov), is a free resource where individuals can find an emergency supply checklist, download an emergency plan and link to local information. *Ready* also has resources and tools available on its Web site to help business owners ensure their business plans stay up and running, talk to their employees and protect their assets. For information in Spanish visit [www.listo.gov](http://www.listo.gov). Individuals can also call 1-800-BE-READY or 1-888-SE-LISTO for more emergency preparedness information.

*February 2008 marked the Ready Campaign's fifth year at the Department of Homeland Security. Launched in 2003 in partnership with The Advertising Council, Ready is designed to educate and empower Americans to prepare for and respond to emergencies, including natural disasters and potential terrorist attacks. It has proven to be one of the most successful campaigns in Ad Council's more than 65-year history. Since its launch, the campaign has generated more than \$756.5 million in donated media support. Individuals interested in more information about family, business and community preparedness can visit [www.ready.gov](http://www.ready.gov).*

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