

****MEDIA ADVISORY****

Earthquake Preparation and Resilience Urged by State and LA Leaders During the Great California Shakeout

State Treasurer Fiona Ma, CA Earthquake Authority CEO, LA Chamber of Commerce, LA County BizFed, Optimum Seismic Among Leaders to Advocate for Greater Earthquake Resilience

Los Angeles, California; October 12, 2020 --- On Wednesday, October 14, state and Los Angeles area leaders will come together during the week of the Great California Shakeout to encourage businesses and Angelenos to get prepared by acting now to improve resilience and reduce earthquake damage. Becoming resilient in advance of a devastating earthquake is key to reducing massive loss of life and injuries, as well as damage to businesses, infrastructure and the region's economy.

WHAT: **Great California Shakeout Press Conference** focused on the urgency of earthquake resilience across the Los Angeles region

WHO: Fiona Ma, California State Treasurer
Adrin Nazarian, Assemblymember, District 46
Glenn Pomeroy, Chief Executive Officer, California Earthquake Authority
Maria S. Salinas, President & CEO, LA Area Chamber of Commerce
Tracy Hernandez, Founding CEO, LA County BizFed
Evan Reis, Executive Director, U.S. Resiliency Council
Ali Sahabi, Chief Operating Officer, Optimum Seismic, Inc.
Stephen Cheung, Chief Operating Officer, Los Angeles Economic Development Corporation (LAEDC)
Aaron Gross, Chief Resilience Officer, City of Los Angeles

WHEN: **Wednesday, October 14, 3:15PM**

WHERE: Los Angeles Area Chamber of Commerce (outside steps)
350 S. Bixel Street
Los Angeles, CA

Additional: A new webinar and video series for businesses "The Resilience Advantage" will be announced as well as the announcement of a new report, "Economic Benefits of Earthquake Retrofits and Resilient Design" prepared by U.S. Resiliency Council and Optimum Seismic, Inc.

****MEDIA INTERVIEWS AVAILABLE BY REQUEST: Wednesday, October 14 and Thursday, October 15**

RSVP: Tom Robinson with Optimum Seismic, 562-237-1629 or Janet Fernandez, 626-261-8405 or at janet@elevatepublicaffairs.com.

NOTE: Health and safety protocols including masks and social distancing will be enforced during the press conference.

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