FOR IMMEDIATE RELEASE

(September 30, 2015, Los Angeles) — MySafe:LA, the public fire and life safety education partner of the Los Angeles Fire Department, is offering its expertise statewide. In collaboration with the California Fire Prevention Organization, and as people across the country engage in preparedness activities today as part of America’s PrepareAthon, MySafe:LA is launching a new life safety education portal called MySafe:California.

Designed specifically to assist smaller metro and rural California communities in preparing their residents for earthquakes and wildfires, MySafe:California represents a tectonic shift in the community risk reduction landscape throughout the Golden State. Tight budgets and limited resources have left some communities without adequate public outreach to help residents prepare for and recover from disasters. MySafe:California will help bridge that gap.

“After more than 30 years in the fire service, both as a senior officer in the Los Angeles Fire Department and an IST liaison for FEMA, I’ve dreamt about the MySafe:California program for a long time,” said Dean Cathey, California Fire Prevention Organization Director. “Our mission is to bring top level awareness and resources to smaller California communities that typically only get help after a disaster, not before.”

MySafe:California is designed to help Fire Departments reach-out to their communities in an engaging, empowering way, before disaster strikes, compelling community members to take action and get prepared.

By early 2016, My Safe:California affiliated Fire Departments will have access to a materials generator, allowing them to customize escape plans, earthquake and fire brochures, video PSAs and other materials to their local communities. Becoming an “Affiliate” is free and, once approved, access to all MySafe:CA materials is automatic and ongoing.

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www.mysafela.org
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www.mysmokealarm.org
Larger agencies can become a MySafe:California “Regional Partner”, which involves smoke alarm distribution and installation, metrics analysis, and local training for fire companies and on-site educators. MySafe:CA members will be assigned to visit partner communities and conduct fire and life safety initiatives directly.

The MySafe:California initiative will also promote and expand awareness for the Great California Shakeout, encouraging people to sign up to join ShakeOut events in their schools and workplaces.

“MySafe:California is a natural evolution of the work performed by MySafe:LA,” said David Barrett, MySafe:LA’s Executive Officer. “Providing high quality, metrics-driven materials to smaller communities will help people across the state to be better prepared in the event of a natural or man-made disaster.”

MySafe:LA has presented fire and life safety education to almost three-quarters of a million students in Los Angeles over the past seven years. That experience brings a wealth of experience, leadership, and expertise to this new statewide initiative.

MySafe:LA and MySafe:California are non-profit divisions of the Safe Community Project, a California 501(c)(3) public benefit corporation.