

FOR IMMEDIATE RELEASE

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GLENDALE OFFICIALS REMIND RESIDENTS TO BE PREPARED

GLENDALE, Ariz. – Glendale officials want to remind residents of the importance of personal preparedness. September is being recognized in the city as National Preparedness Month.

National Preparedness Month is a nationwide effort held each September to encourage Americans to take simple steps to prepare for emergencies in their homes, businesses and schools.

This year, there is a particular focus on family emergency preparedness, reminding individuals to make themselves and their loved ones better prepared.

While there is still a long way to go to ensure that all Americans have taken steps to prepare, there are indications of progress. A study conducted in June by the Advertising Council on behalf of the Department of Homeland Security's Ready Campaign recorded significant positive increases in preparedness behaviors.

It found:

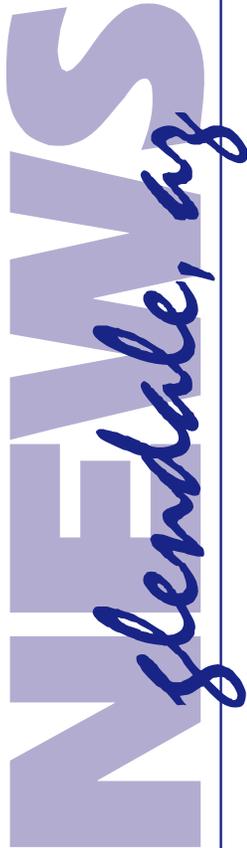
- 91 percent of respondents said it is "very" or "somewhat" important for all Americans to be prepared for emergencies
- From 2005 to 2006, the proportion of Americans who said they have taken any steps to prepare rose 10 points, from 45 percent to 55 percent

Glendale leaders want to remind residents of the importance of having a disaster preparedness kit, a family emergency communication plan and the ability to have access to emergency information from local officials, such as battery operated radios.

For more information about preparedness, visit

www.glendaleaz.com/homelandsecurity.

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