



STATE OF WISCONSIN

DEPARTMENT OF MILITARY AFFAIRS

DIVISION OF EMERGENCY MANAGEMENT

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A Time to Remember. A Time to Prepare.

Wisconsin's first responders highlighted in emergency preparedness campaign

(MADISON) – As our nation remembers the tenth anniversary of the 9-11 attacks, Wisconsin first responders are encouraging families to be prepared for future disasters and emergencies as part of a new statewide public service campaign.

The public service announcement (PSA) called “A Time to Remember. A Time to Prepare.” features first responders from across Wisconsin. The PSA will air on TV stations statewide in September and is produced by Wisconsin Emergency Management (WEM) through its ReadyWisconsin preparedness program.

“Recent deadly tornadoes in Wisconsin and the wide spread destruction of Hurricane Irene show the importance of being prepared,” says WEM Administrator Brian Satula. “We never know when emergencies and disasters will strike – that’s why it is important to be ready now.”

Preparing for emergency events requires individuals and families to be self-reliant for up to three days without utilities and electricity, water service, access to a supermarket or other local services. Preparing can start with three important steps:

- Get an emergency supply kit
- Make a plan for what to do in an emergency
- Be informed about emergencies that could happen in your community, and identify sources of information that will be helpful before, during and after an emergency.

For additional preparation tips and other safety information, visit the ReadyWisconsin website. You can also sign up for a chance to win an emergency kit. The website is: <http://readywisconsin.wi.gov> or simply search “ReadyWisconsin.”

Copies of the PSA are also available. Please contact Tod Pritchard at 608-242-3324 or 608-219-4008 or tod.pritchard@wisconsin.gov.

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(Text of the PSA on next page)

Text of the PSA:

September 11, 2001...our lives changed forever.

This September...we remember the victims...

To honor them, we all need to prepare for future disasters and emergencies.

Bad things can happen anywhere at any time.

Are you ready? Is your family ready?

Make an emergency supply kit and create an emergency plan.

It's A Time to Remember...A Time to Prepare...

Visit ReadyWisconsin for more information and a chance to win an emergency supply kit.

That's readywisconsin.wi.gov.