

FACT SHEET:

What is The Big Rumble™ San Francisco

An annual event series aimed at providing the residents of San Francisco with the information and knowledge to prepare, respond and recover in the event of a disaster.

By engaging the public through a variety of channels, The Big Rumble will offer meaningful opportunities for hands-on experience to help make the concept of disaster preparedness and recovery more tangible to the San Francisco community.

Shake Out SF 2009

A key component of The Big Rumble event will be the annual City-wide earthquake drill conducted by the SF Department of Emergency Management. The first drill, held in Oct 2008 and called Shake Up SF, was extremely successful with close to 180,000 participants from City departments/agencies, businesses and schools. In 2009 the drill will be enhanced and re-named Shake Out SF to align with efforts to develop a State wide drill.

When

Events are planned through the week of Oct 14 – 17, 2009, including Shake Out SF 2009, a 2-day summit, public/neighborhood events and culminating in a ceremony to commemorate the 20th anniversary of the Loma Prieta earthquake.

Who is it for

All residents of San Francisco.

Why are we doing it

To promote a Culture of Preparedness within the City of San Francisco and to foster collaboration and partnership among stakeholders in order to reduce loss, support city emergency services and speed city recovery.

Where

The City of San Francisco:

Physical locations: Multiple San Francisco neighborhoods.

Virtual location: Website with calendar of events, online interactive games, links, scavenger hunt, and more.

How will we do it

We aim to create partnerships with key government agencies, schools, community and faith based organizations, and private/corporate stakeholders to encourage them to mobilize their resources for the cause. By bringing the event and resources to the communities where people live, events can be targeted, culturally appropriate and centralized within the neighborhoods where they eventually will be needed in an actual emergency.

Thank you! For questions, comments or additional information please contact:

Donna Lee

Program Director for The Big Rumble SF

Email: dlee@c2csf.org

Ph: 415-440-4360

In Partnership with:



Produced by:



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EVENT HIGHLIGHTS:

Shake Out SF 2009

Annual City-wide drill conducted by the SF Department of Emergency Management to educate as many individuals as possible about emergency preparedness. Participants will include City departments, agencies, schools and businesses.

Summit

A forum for the city to bring together government, private, community-based and private business organizations with a disaster preparedness mission to foster collaborative action and continued progress.

Rumble Neighborhood Events

Featuring:

- Activities
- Entertainment
- Exhibits
- Resource Fair

Rumble Virtual Activities

Event website with:

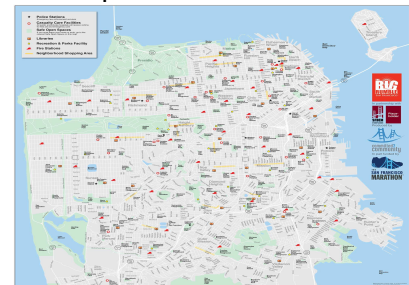
- Calendar of events
- Participant registration and readiness survey
- Online games
- Links to key sites to obtain more information
- And more...

Rumble Map (images are samples only)

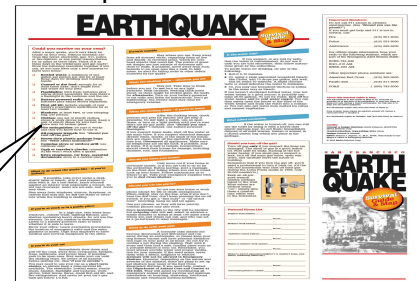
Map will highlight:

- Districts
- Healthcare Facilities/Clinics
- Fire Stations
- Police Stations
- Neighborhood Recreation Centers
- Libraries
- Churches
- Retail Streets
- Schools
- Eventually available in multiple languages

Rumble Map – front:



Rumble Map – back:



Includes Mayor's Message

