

Family Preparedness Month deadline approaches

Only three days left to enter “Pledge to Prepare” video contest

DES MOINES – The Iowa Homeland Security and Emergency Management Division (HSEMD), Safeguard Iowa Partnership (SIP) and Iowa Emergency Management Association (IEMA) have asked Iowans to take a Pledge to Prepare by taking just one simple step to be more prepared for emergencies.

Those who take the pledge may be eligible to win prizes by entering the *Pledge to Prepare* contest. Individuals, families and groups are invited to record and submit a short video showing how they are taking the pledge. Videos must be submitted by Sept. 20. HSEMD, SIP and IEMA will choose the top five videos and ask the public to select their favorite in an online vote Sept. 24-28.

“The video doesn’t need to be high-tech or a lot of work. Just choose one simple thing you will do to be prepared, pull out your video camera or even your phone, record a short video and send it to us,” said Lucinda Robertson, HSEMD public information officer. “Even better, get your kids involved and have fun while you’re learning about preparedness together.”

Iowans may visit www.safeguardiowa.org or www.beready.iowa.gov to see some video examples created by SIP and HSEMD employees.

Iowans who don’t submit a video may still enter their Pledge to Prepare in a random drawing. Pledges may be submitted online or via FAX through Sept. 30. Winners for the contest and drawing will be announced Oct. 1. Target has joined HSEMD, SIP and IEMA in this effort and will provide gift cards up to \$50 and a NOAA weather radio as prizes for the contest and drawing. SIP is also providing emergency preparedness kits (valued from \$25 to \$200) to contest and drawing winners.

Family Preparedness Month was created in response to the Sept. 11, 2001, terrorist attacks in an effort to educate the public on how to prepare for emergencies.

For more information on Family Preparedness Month and the Pledge to Prepare Contest and Drawing, visit www.beready.iowa.gov, www.safeguardiowa.org or www.iowaema.com.

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