

News Release

FOR IMMEDIATE RELEASE

MINNESOTA GOES “CODE READY”

New Campaign Helps Minnesotans Prepare for Disasters

St. Paul – In the aftermath of 9/11 and Hurricane Katrina, emergency preparedness has become a high-profile issue nationwide. Those events demonstrated the importance of being prepared, but it's not only large-scale events that impact people's lives. Each year, thousands of Minnesotans are affected by disasters. Tornadoes, floods, fires and other emergencies have a lasting impact on both lives and property.

The Minnesota Departments of Health and Public Safety joined forces to help Minnesotans prepare for any hazard. The two agencies, along with a coalition of local public health and emergency response agencies, created Code Ready in an effort to help every Minnesotan prepare.

Code Ready is a campaign that not only educates Minnesotans about the importance of preparation, but also gives them the tools they need to prepare. One campaign element is codeready.org, a website that helps people create a customized emergency plan and build a kit of emergency supplies. The site also connects visitors to resources in their local community that will help them get prepared.

“This campaign is not just about awareness, it's about action,” said Public Safety Commissioner Michael Campion. “We want Minnesotans to understand the importance of being prepared, and take steps to actually get prepared. The website will help them do that.”

“Code Ready can serve as a brand for emergency preparedness efforts in Minnesota,” said Minnesota Health Commissioner Dianne Mandernach. “That ‘brand’ unifies and builds a strong identity for emergency preparedness activities conducted by partner agencies and organizations throughout the state.”

With Code Ready, Minnesota is one of the first states in the nation to develop an all-hazard preparedness campaign with a substantial presence in outdoor, radio and print advertising, on the Web, and in communities statewide.

For more information about Code Ready, to create a personalized emergency plan or to be connected to an emergency preparedness expert in your area, visit codeready.org.