



MILLION HITS FOR EARTHQUAKE PREPAREDNESS VIDEO

For Immediate Release

Vista, Calif. – (October 7, 2016) – A video produced jointly by America’s leading disaster supply business in partnership with international news and entertainment company BuzzFeed has hit the impressive milestone of one million views.

Ready America, Inc., the USA’s disaster supply leader, partnered with BuzzFeed to produce the video, which focuses on how to get prepared for an earthquake.

The video features Carl, Johanna and Jenny from BuzzFeed being put through their paces during a simulated Magnitude 7.5 earthquake in what’s known as The Big Shaker, the world’s largest mobile earthquake simulator.

In the video, host Trevyn Reese, son of Ready America CEO, Dean Reese, demonstrates to the trio how to be prepared for an earthquake by securing their household possessions. He also shows them what to do during a quake to avoid personal injuries.

A fact not widely known in the community is that most injuries suffered in an earthquake, about 65%, are caused by unsecured objects such as heavy bookcases, entertainment centers and TVs toppling over on top of people.

Breakables including ceramic, porcelain, crystal and glass items can also cause significant injury as they can fly off shelves in an earthquake. That is why they need to be secured.

All of these points are highlighted in the video which can be seen by clicking on this link <http://bit.ly/2dwPv5G>

The video marks the first time that Trevyn Reese has hosted a media segment, a role normally undertaken by his father, Dean Reese.

“This is the beginning of an important transition for Ready America,” said Mr. Reese. “I am proud to have started the transfer of company responsibilities to Trevyn.

“Getting the preparedness message out to the wider community is a work in progress and one of the best ways to successfully achieve that is to convey the message through traditional and social media. This was the first time Trevyn has gone in front of the cameras and he nailed it.”

Mr. Reese continued that Ready America is pleased to have teamed up with BuzzFeed on this joint project which offers extremely valuable and practical earthquake preparedness education for families right across the United States and beyond.

“Carl, Johanna and Jenny were really great to work with and we are confident in saying that they undoubtedly have learned how to protect themselves and their household possessions in the event of a quake.

“And for the video to hit one million views is awesome!” he said.



Ready America is a family-owned and run business. It had its origins in the city of Monrovia, California, in the 1990s when Mr. Reese and his wife Dran came up with the concept of the need for earthquake safety products in line with preparedness.

They have worked diligently in the ensuing years to develop a wide range of earthquake safety products which are now sold nationally and internationally, as well as online.

Since those early days, the company has gone from strength to strength to the point where it is now headquartered in a new 40,000 square foot facility in Vista, California, and is looking ahead to continued success.

About Ready America

Ready America is a full service disaster solutions provider which offers customers a range of quality products and services to suit their needs. To learn more about Ready America please visit www.readyamerica.com

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