Beverly Hills Launches *Disaster Ready*,
a Business Preparedness Campaign

*Businesses are encouraged to plan and prepare for emergencies*

The Beverly Hills Office of Emergency Management, Resilience, and Recovery (OEM) is launching *Disaster Ready*, a formal recognition of businesses engaging in disaster planning to foster a culture of emergency preparedness in the business community.

In a national survey conducted by the Ad Council, 62% of respondents reported not having an emergency plan in place for their business. It is estimated that 25% of businesses nationally do not reopen following a major disaster. As the Beverly Hills local economy is valued at $20 billion dollars and its daily population increases to 200,000 people each day largely because of our business community – the potential for a major disaster to significantly impact the City in both dollars and lives is high.

OEM is taking proactive steps to increase the business community’s disaster preparedness knowledge and readiness through *Disaster Ready*. Participating business will be recognized monthly at the Beverly Hills Health & Safety Commission.

Instructions on how to become a Disaster Ready partner can be found at [www.beverlyhills.org/disasterready](http://www.beverlyhills.org/disasterready). Once businesses have completed the business plan and additional Preparedness Activity, they can submit their information directly via the Disaster Ready webpage.

# # #