



Office of Communications
City of Beverly Hills
455 N. Rexford Dr.
Beverly Hills, CA 90210-4817
www.beverlyhills.org

For Immediate Release
February 7, 2017
Contact: Therese Kosterman
(310) 285-2456

**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. Once businesses have completed the business plan and additional Preparedness Activity, they can submit their information directly via the Disaster Ready webpage.

###