

**OFFICE OF GOVERNOR ROBERT BENTLEY**

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## **Governor Bentley Announces new “Ready Alabama” Initiatives Promoting Disaster Preparedness**

MONTGOMERY – Governor Robert Bentley on Thursday announced the launch of new Ready Alabama initiatives that will help people across the state prepare for natural disasters.

The new initiatives are designed to reach more people through a renewed focus on web content (ReadyAlabama.gov), social media interaction, strategic partnerships, statewide media, and the Governor’s Office.

“Through Ready Alabama, we are connecting people with the information and resources they need to plan ahead long before a natural disaster,” Governor Bentley said. “We are also re-launching the Ready Alabama website in a format that is more informative and user-friendly. I encourage everyone to take the time to visit ReadyAlabama.gov and follow some simple steps to prepare for future emergencies. The Ready Alabama campaign can help save lives.”

Earlier this year, the Governor’s Tornado Recovery Action Council recommended launching an ongoing awareness campaign that would educate people on how to prepare for natural disasters and inform them of the resources that are available. The new Ready Alabama initiatives address that recommendation.

“The goal of the new Ready Alabama is to encourage preparedness before the storm,” Serve Alabama Director Jon Mason said. “We want to make preparedness a part of the conversation about storms through social media, traditional media, Ready Alabama programs, and the web.”

Leaders also announced Thursday that, thanks to a new partnership with Lamar Advertising, Ready Alabama will be able to utilize Lamar’s network of digital billboards to educate people about general disaster preparedness. The digital network will also give Ready Alabama the ability to send preparedness messages to targeted areas. For example, if coastal Alabama counties were under a Tropical Storm Watch, Lamar’s digital boards could then display specific preparedness announcements for tropical weather situations. While Ready Alabama is not a source of specific, moment-by-moment weather warnings for individual areas, the program can send general messages of preparedness in advance of tropical systems, severe weather risk days, or possible winter weather days.

Ready Alabama is administered by the Governor’s Office of Faith-Based and Volunteer Service (Serve Alabama). The program has been active for eight years, primarily focusing on event-driven outreach. Thursday’s launch of the updated Ready Alabama campaign incorporates new levels of web content, social media, outdoor media, and other efforts aimed at improving communications.

Ready Alabama Partners Include:

- Serve Alabama
- Alabama Department of Homeland Security
- Alabama Emergency Management Agency
- Alabama National Weather Service Offices (Birmingham, Huntsville, Mobile)

Please visit [ReadyAlabama.gov](http://ReadyAlabama.gov) for more information on disaster preparedness. For further updates, follow ReadyAlabama on Facebook and Twitter. Also, use the hashtag #ReadyAL in your Twitter updates to spread the word.

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*For additional information, contact the Governor's Press Office at 334-242-7150.*