



## Press Release

### ***MCS Communications and Broadcast Services***

**For Immediate Release: Thursday, February 2, 2012**

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#### **MCS to Participate in the Great Central U.S. ShakeOut**

Memphis, Tenn. - Memphis City Schools students, administrators, faculty and staff will join more than two million people across nine states to take part in the second Great Central U.S. ShakeOut on February 7, 2012 at 10:15 a.m. in recognition of the 200th anniversary of the 1811/1812 New Madrid earthquakes. The school district is teaming up with the Central United States Earthquake Consortium (CUSEC) and other state and local partners to promote greater earthquake disaster preparedness of residents and organizations in the affected region. The ShakeOut is an annual, region-wide earthquake drill in which participants will simultaneously practice the recommended action during an earthquake, which is Drop, Cover and Hold-On:

- DROP to the ground
- Take COVER by getting under a sturdy desk or table, and
- HOLD-ON to it until the shaking stops

Scientists estimate that there is a 25-40 percent probability of a damaging earthquake occurring in the central U.S. within the next 50 years. The ShakeOut is designed to help individuals and communities in the region get ready for these earthquakes, practice how to protect themselves, and to prevent disasters from becoming catastrophes. Currently, states participating in the ShakeOut include Alabama, Arkansas, Illinois, Kentucky, Mississippi, Missouri, Oklahoma, and Tennessee.

February 7 is also the 200th anniversary of the last of the 1811-12 New Madrid Seismic Zone earthquakes, which were a series of at least three M7-8.0 earthquakes that struck the region in the winter of 1811-12. Two hundred years ago, the region was sparsely populated and there was very little infrastructure. Centered in northeastern Arkansas and the Bootheel of Missouri, the earthquakes of 1811-12 destroyed the town of New Madrid, Missouri, created Reelfoot Lake in northwest Tennessee, and were felt as far away as Washington, D.C. Were they to happen today, earthquakes of the same magnitude would cause widespread damage and disruption to the nation's population, economy, and built environment.

For more information about the Great U.S. ShakeOut visit [www.shakeout.org/centralus](http://www.shakeout.org/centralus).

Media is invited to Orleans Elementary School to observe the drill and interview participants. Media can arrive at 10 a.m.

Orleans Elementary School  
1400 McMillan Street  
Memphis, TN 38106

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