

From: Ready Campaign ready@service.govdelivery.com
Subject: New PSA Focused on People with Disabilities Preparing for Emergencies
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The Ad Council and the Department of Homeland Security's Federal Emergency Management Agency (FEMA) have launched a new public service advertisement (PSA) to raise awareness about the importance of being prepared for emergencies. While the PSA targets all communities, *We Prepare Every Day* is the first in a series of videos that aim to deliver a strong preparedness message by showing people with disabilities taking charge to prepare themselves and their families for emergencies.

We Prepare Every Day drives to Ready.gov/MyPlan and is an extension of FEMA's Ready campaign with the Ad Council which has helped to generate more than 87 million unique visitors to the Ready.gov campaign website since its launch in 2003. The new PSA emphasizes the Ready campaign's four building blocks of preparedness –Be Informed, Make a Plan, Build a Kit and Get Involved. The PSA will be available on the Ad Council and FEMA's YouTube channels, as well as in the FEMA media library.



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