

# PRESS RELEASE

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## WOULD YOU KNOW WHAT TO DO IN AN EMERGENCY?

Montreal, May 4, 2009 – Would you know what to do if a major disaster were to strike your community? What about your personal belongings? Would they be insured? These are just some of the questions to think about and find solutions for. As part of Civil Protection Week, which runs from May 3 through May 9, the Insurance Bureau of Canada (IBC) and Quebec's Ministère de la Sécurité publique (MSP) are working together to inform the public about the importance of being properly prepared to respond rapidly to any crisis.

### Information and advice

The MSP and IBC are taking this opportunity to unveil the most recent version of the brochure "*En situation d'urgence, savez-vous quoi faire?*" (available in French only), which addresses the risks we could face, including a fire, flood or an industrial accident; emergency preparedness measures for different scenarios such as an evacuation; and, lastly, the importance of having an emergency kit on hand.

### Emergency kit: essential

Should a major disaster occur, this kit will allow you to meet your basic needs while you wait for assistance. Remember that, for the first 72 hours, you must be able to cope on your own and meet your needs. A section in the brochure describes what your kit should contain: water and food, medication, first aid products, hygiene products, flashlight, radio with batteries, etc.

### Contest: *Win one of 50 emergency kits*

To urge the public to be well prepared for an emergency, the MSP and IBC will be holding a draw for 50 emergency kits, valued at \$100 each, to be drawn at random from among all participants. It's easy to take part: go to [www.infoinsurance.ca/concours](http://www.infoinsurance.ca/concours) or [www.securitecivile.gouv.qc.ca](http://www.securitecivile.gouv.qc.ca) and test your knowledge in an interactive contest: "*72 hours: Check your Preparedness in Case of an Emergency*". At the same time, you can also order the free brochure "*En situation d'urgence, savez-vous quoi faire?*" (available in French only). The contest runs until May 17.

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