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Clark County Health District • Public Information Office • 625 Shadow Lane, Las Vegas, NV 89106 • (702) 759-1390

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## News Release

Contacts: David Tonelli  
(702) 759-1393  
Jennifer Sizemore  
(702) 759-1225

FOR IMMEDIATE RELEASE

### **New Emergency Preparedness Campaign Encourages Residents to “Can It”** Locals Urged to Build an Emergency Preparedness Kit in a Standard Household Trash Can

LAS VEGAS – Sept. 7, 2005 – The Clark County Health District is urging residents to “Can It,” through a series of radio, television and print advertisements that began airing this week. The campaign is part of an effort to encourage locals to be prepared for natural or man-made disasters by assembling a kit of essential items that will help them survive the initial days of an emergency situation. A new, clean, sealable trash can provides a sturdy, water-resistant enclosure for an emergency preparedness kit.

“As the health district continues to prepare for emergency situations, we are encouraging Clark County residents to take an active role in their personal preparedness,” said Dr Donald Kwalick, chief health officer. “By following some simple steps to assemble a personal emergency preparedness kit, residents will help themselves and our community be better prepared for the unexpected.”

As part of the campaign, every household in Clark County will receive a readiness guide in the mail the week of Sept. 12. In addition to valuable emergency preparedness information, the guide contains step-by-step instructions to assemble an emergency preparedness kit in a standard household trash can. Essential items that will allow people to survive the first few days of an emergency are emphasized. Examples include: drinking water (one gallon per person per day), non-perishable food, medication, clothing and a first aid kit.

Clark County residents who do not receive their readiness guide by Sept. 18 may request a copy by calling (702) 759-1000 or may download a copy from the health district website at <http://www.cchd.org>.

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