



# CITIZEN★VOICE™

INVOLVING CITIZENS...PROTECTING THE VULNERABLE

October 13, 2009  
Media Contact: Paulette Bruce  
(916) 212-8944 cell  
(916) 503-3194

## SAFELY OUT™ PROJECT COMPLETES PILOT, HONORS SUPPORTERS, ANNOUNCES STATEWIDE EXPANSION

SACRAMENTO - Tonight Citizen Voice's SAFELY OUT™ Project, a groundbreaking effort designed to protect the vulnerable during disasters, is celebrating the successful completion of its pilot project phase in the Sacramento region - the distribution of 50,000 SAFELY OUT™ Kits to frail and homebound seniors, persons with developmental disabilities, families with young children, and more.

Gary Dietrich, Citizen Voice president stated, "It's a truly noteworthy achievement and a significant accomplishment for the many private, public, faith-based and non-profit SAFELY OUT™ pilot project partners from this region. It is something we can all rejoice in as tens of thousands of our most vulnerable will be better protected in a future natural or manmade disaster as a result of this effort."

In Sacramento County more than 150,000 vulnerable residents live in neighborhoods that could be inundated by more than two feet of water during a severe flood according to Sacramento Bee research. Local emergency responders interviewed by the Bee acknowledge they simply do not have the resources to rescue many of these individuals during an emergency.

The SAFELY OUT™ Project was born out of the Katrina disaster when Dietrich, also a widely respected broadcast political analyst, spent time reporting what he saw first hand from the disaster as well as working as a Red Cross volunteer. Once back in Sacramento, Dietrich took the lead in developing the SAFELY OUT Kit which consists of a door hanger printed on one side in green "SAFELY OUT" and on the reverse side red "NEED HELP," among other important evacuation items. Leaders in emergency management have affirmed that when a disaster strikes, the "neighbor-helping-neighbor" SAFELY OUT™ approach can be of tremendous value. Kits cost \$10.00 each and many agencies, businesses and individuals have underwritten the cost of the widespread Kit distribution to the vulnerable during the pilot phase effort.

Tonight from 5:30 to 7:00PM a celebration will take place to honor those the program serves and its supporters from the private, public, faith-based, nonprofit and media sectors, as well as announce plans for statewide expansion of the project. Pinnacle Emergency Management is a major event sponsor. The event will be held at the E.M. Hart Multipurpose Senior Center at 915 27th Street (between I & J Streets) in Sacramento. For more information call, Paulette Bruce at 916-503-3194.

###

Paulette Bruce  
Public Relations  
3340 11th Street  
Sacramento, CA 95818  
(916) 498-9804 work  
(916) 212-8944 cell  
<http://www.paulettebrucepr.com>