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**NOW AVAILABLE: FEMA Releases New Guidelines for  
Earthquake Preparedness for Business Continuity Planning**

SUMMERVILLE, S.C. – With FEMA's release of the latest in earthquake preparedness, it's that time of year to begin your business continuity planning efforts. To help protect your business in the wake of a natural disaster such as this, the National Earthquake Hazards Reduction Program (NEHRP) has just released a new set of guidelines for risk assessment and mitigation procedures, entitled **FEMA P-811 CD: Earthquake Publications for Businesses (QuakeSmart Toolkit)**.

Although most businesses already have some form of emergency management/continuity plan in place, a large majority have not incorporated ***earthquake mitigation*** measures into their planning. The QuakeSmart Toolkit is critical to any organization, as it offers solutions and step-by-step procedures to protect assets (people, property, operations); sustain the capability to provide goods and/or services to the community; maintain cash flow; preserve competitive advantage and reputation; and provide the ability to meet legal, regulatory, financial, and contractual obligations.

This collection of best practices will provide your organization with the tools needed to help identify a risk, develop a mitigation project plan, and put into practice the techniques learned to ensure business resilience after the damaging effects suffered from an earthquake.

To immediately view or download the QuakeSmart Toolkit (FEMA P-811CD), visit <http://www.fema.gov/plan/prevent/earthquake/qstoolkit/index.shtm>.

To order CD copies of the QuakeSmart Toolkit from the FEMA Publications Warehouse, call (800) 480-2520 or fax your request to (240) 699-0525. All orders will be shipped in January 2012.

To download other FEMA Earthquake guidance and materials, visit <http://www.fema.gov/plan/prevent/earthquake/publications.shtm>.