



For Immediate Release

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NAPO Encourages People to Get *Ready* During National Preparedness Month, September 2009

6th Annual NPM Asks Americans to Take Steps to Prepare

MT. LAUREL, N.J.—The National Association of Professional Organizers is proud to be participating in the 6th Annual National Preparedness Month in September. Sponsored by the Department of Homeland Security's *Ready* Campaign, NPM is a nationwide effort designed to increase awareness as well as encourage individuals, families, businesses and communities to take action and prepare for emergencies.

To help the community get *Ready*, **NAPO** members are helping to educate people about the importance of careful preparation and planning to effectively deal with emergencies and natural disasters.

“Ever since the Sept. 11 terrorist attacks, Hurricane Katrina in New Orleans and other natural disasters, we have become increasingly aware of the importance of being prepared for any kind of emergency,” said NAPO President Laura Leist. “As professional organizers, we can help people prepare themselves at home and in the office for emergencies. By taking the time to get organized and plan ahead, they can more effectively deal with any kind of situation.”

This year, NPM will focus on changing perceptions about emergency preparedness and will help people understand what it truly means to be ready for emergencies that may arise at home, at work, or in the world. Preparedness goes beyond fire alarms, smoke detectors, dead-bolt locks, and extra food in the pantry. Being *Ready* includes: preparing an emergency supply kit, making a family emergency plan, being informed about emergencies and their appropriate responses and getting involved in community efforts.

Some tips for preparing an emergency plan:

- Speak to your children's school about their shelter-in-place and/or evacuation plans
- Determine what types of disasters, both natural and man-made, are most likely to occur in your area and how you will be notified
- Know the evacuation plan at your job
- If your cell phone was inoperable, determine how you would you get in touch with family
- Devise a family meeting place and an out-of-town contact
- Prepare a small kit with emergency supplies that you keep at home, in your car, or at work in case of an evacuation

NAPO joins national, regional, state and local businesses and organizations that have pledged their support and joined the 2009 National Preparedness Month Coalition. National Preparedness Month helps to raise awareness and promote action by U.S. residents, businesses, and communities on emergency preparedness.

About The Ready Campaign

April 2009 marked the Ready Campaign's sixth annual national public service advertising campaign, sponsored by the Federal Emergency Management Agency (FEMA) in partnership with the Advertising Council. The goal is to get the public involved and ultimately to increase the level of basic preparedness across the nation. In 2008, NPM had a record number of more than 3,200 NPM Coalition Members who worked to create a culture of emergency preparedness in the U.S. Ready is designed to educate and empower Americans to prepare for and respond to emergencies, including natural disasters and potential terrorist attacks. Individuals interested in more information about family, business and community preparedness can visit www.ready.gov, or call 1-800-BE-READY.

About NAPO

The premier national association dedicated to the field of organizing, the National Association of Professional Organizers (NAPO) is The Organizing Authority®. Formed in 1985 as a nonprofit professional, educational association, NAPO is dedicated to serving its members through education, networking, industry resources, and promoting the profession to the public. NAPO's mission is to develop, lead, and promote professional organizers and the organizing industry. For more information, visit www.napo.net.

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Editor's Note: To interview a NAPO representative, contact Jessica Lester at (215) 884-6499. To locate one of NAPO's professional organizers in your area, you can use NAPO's free Professional Organizer Directory, searchable by ZIP code and organizing service at www.napo.net.