

# Fact Sheet

September 23, 2004

## **READY BUSINESS CAMPAIGN**

The U.S. Department of Homeland Security and the Advertising Council launched the *Ready Business* campaign on September 23, 2004. This extension of Homeland Security's successful *Ready* campaign, which has helped millions of individuals and families prepare for emergencies, focuses on business preparedness. *Ready Business* helps owners and managers of small to medium-sized businesses prepare their employees, operations and assets in the event of an emergency.

- The terrorist attacks of 9-11 and more recently hurricanes Charley, Frances and Ivan showed that disastrous events can paralyze business operations. Small to medium-sized businesses in particular are most vulnerable following a disaster. Having an emergency plan can help protect a company and maximize its potential for survival.
- Too few businesses are taking the necessary steps to prepare for emergencies. One of the key findings of the 9-11 Commission report was the need for the private sector to prepare for potential disasters. The report stated, "Private-sector preparedness is not a luxury; it is a cost of doing business in the post-9-11 world. It is ignored at a tremendous potential cost in lives, money, and national security."
- The goal of *Ready Business* is to raise the business community's awareness of the need for emergency planning and motivate businesses to take action. The campaign encourages business owners and managers to: plan to stay in business; talk to their employees and protect their investment.
- The *Ready Business* messages will be delivered through a website ([www.ready.gov](http://www.ready.gov)), brochures, radio, print and internet advertisements, as well as key partnerships. These materials provide practical steps and easy-to-use templates that include information on creating an evacuation plan; fire safety; including employees throughout the process; considering people with special needs; and protecting business investments by securing facilities and equipment and reviewing insurance coverage.

- *Ready Business* is funded by Homeland Security's Information Analysis and Infrastructure Protection Directorate. The initiative was developed and launched in partnership with:
  - The 9/11 Public Discourse Project
  - ASIS International
  - Business Executives for National Security
  - The Business Roundtable
  - International Safety Equipment Association
  - International Security Management Association
  - National Association of Manufacturers
  - National Federation of Independent Businesses
  - Occupational Safety and Health Administration
  - Small Business Administration
  - Society of Human Resource Management
  - U.S. Chamber of Commerce

*The Ready campaign is a national public service advertising campaign produced by the Ad Council in partnership with the U.S. Department of Homeland Security. Ready is designed to educate and empower American citizens to prepare for and respond to potential terrorist attacks and other emergencies. Citizens interested in receiving a "Get Ready Now" brochure may call 1-800-BE-READY or visit [www.Ready.gov](http://www.Ready.gov) for more information.*

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