

# About B. READY: Passport to Preparedness

- “B. READY: Passport to Preparedness” is READYColorado’s Public Awareness Campaign for National Preparedness Month 2008.
- The campaign is sponsored by first responders, businesses, non-profits, Emergency Managers, All Hazard Regional Coordinators and Citizen Corps Councils around the state.
- Each week of September will feature a key readiness message and tool/resources that Coloradans can access to be ready:
  - **Week One:** The importance of having a communications plan and a 72-hour readiness kit.
  - **Week Two:** How to make a difference by attending preparedness training, becoming a member of a Citizen Emergency Response Team (CERT), or volunteering with a first responder agency.
  - **Week Three:** How businesses can craft a readiness plan and educate employees about that plan.
  - **Week Four:** Ways pet owners can ensure pet readiness including opportunities to get pets micro-chipped.
- A kit of campaign materials will be provided to 100 key organizations who will start B. READY’s journey.
- One hundred B. READY cutouts, along with a journal, will pass from person to person, office to office, entity to entity during September.
- A blog page, [www.breadyblog.com](http://www.breadyblog.com), provides an opportunity to post information and photos about B. READY’s journeys, and to read information about what other B. READY’s are doing.
- More information about readiness can be found at READYColorado’s website, [www.readycolorado.com](http://www.readycolorado.com).



*Make a Plan. Make a Difference.*