

About B. READY

- “B. READY. Pass it on” is READYColorado’s Awareness Campaign for National Preparedness Month 2007.
- The campaign is sponsored by first responders, businesses, non-profits, Emergency Managers, All Hazard Regional Coordinators and Citizen Corps Councils around the state.
- Many Colorado citizens are unaware about preparing for all hazards disasters. Citizens need to take action in order to “B. READY.”
- Desired result: More Coloradans aware and taking steps to B. READY.
- B. READY is a grassroots effort to create interest and encourage small steps towards making a plan and making a difference.
- 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 the month of September.
- The campaign invites Coloradans to do something about readiness.
- All B. READY cutouts will return to READYColorado offices at the end of September.
- A blog page, www.breadyblog.com, provides an opportunity to post information and photos about B. READY’s journeys, and to ready information about what other B. READY’s are doing.
- More information about readiness can be found at READYColorado’s website, www.readycolorado.com.



Make a Plan. Make a Difference.