

Information Clearinghouse for Citizen Preparedness

READYColorado is a public campaign designed to raise awareness among Coloradans about the importance of disaster preparedness. Over time, READYColorado will help to increase the number of Coloradans who are ready to actively respond to and recover from any disaster.

The campaign will serve as central clearinghouse or umbrella, bringing together information, tools and resources available to people through a myriad agencies and organizations. READYColorado will provide Coloradans a single point of entry and access to these disaster resources, aiming to simplify the information maze that exists for citizens/consumers.

Colorado is leading the way as one of the first states nationwide to create, develop and market a consumer-friendly, citizen-focused preparedness campaign combining the resources of public and private partners concerned with homeland security and all-hazards preparedness.

The two primary resources designed to deliver the information to Coloradans are a website, www.readycolorado.com and a toll-free information line, 1-800-639-READY. This year, we are introducing a blog that will include disaster information in the news and coverage of our September "B. READY" campaign.



Make a Plan. Make a Difference.