



Media Release

#PrepareYourSelfie – Midland & Penetanguishene Fire Departments Celebrating Emergency Preparedness Week with contest

May 4, 2020 – The Midland Fire Department and Penetanguishene Fire Department are celebrating Emergency Preparedness Week from May 3-9, and is encouraging all residents in both municipalities to #PrepareYourSelfie for an emergency by making a plan, building a 72-hour emergency preparedness kit, and staying informed.

“We want our residents to be as prepared as possible for an emergency all year round,” said Fire Chief Paul Ryan. “You never know when an emergency will come up, and we’re encouraging residents to plan ahead and be prepared so they have the best chance of keeping themselves and their families safe.”

Make a Plan

Residents should make a plan for emergency situations. When putting together their plan, remember that your family may not be all together. Ask yourself, what would you do in different situations? Make your plan by involving all members of your family.

Build a Kit

A 72-hour emergency preparedness kit should have everything you and your family members would need over a three-day span. Your kit should be easy to carry and ensure that you store it somewhere dry and easy to access when needed.

Stay Informed

It is important that residents stay informed so they’re aware of potential emergency situations by signing up for emergency and weather alerts. Stay up to date by following local media online and on social media for the latest updates.

For more details on how to prepare for an emergency, visit:

www.emergencymanagementontario.ca/english/beprepared/beprepared.html

To enter our contest for a chance to win a vehicle emergency kit, residents must build a 72-hour emergency kit; take a selfie picture of themselves with their kit; share it on social media and tag the Town of Midland and Town of Penetanguishene while using the hashtag #PrepareYourSelfie.

Residents can also enter by emailing their photo to Fire Chief Paul Ryan at pryan@penetanguishene.ca. The contest closes on May 31, 2020.

