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## News Release

### IAEM-USA Announces the 2022 IAEM-USA Preparedness Award Winner

**Oct. 11, 2022 (Falls Church, Va.)** – The IAEM-USA Awards & Recognition Committee of the International Association of Emergency Managers (IAEM) has selected the City of Seattle for the IAEM-USA 2022 Preparedness Award. The award will be presented at the Monday Networking Luncheon and Awards Ceremony on Nov. 14 at the 70<sup>th</sup> IAEM Annual Conference & EMEX, in Savannah, Georgia.

#### **City of Seattle Office of Emergency Management (OEM) with its Corner Store Emergency Kit Video Winner of the IAEM-USA Preparedness Award**

The City of Seattle OEM is committed to finding new ways to connect with hard-to-reach audiences, including youth. With several colleges and universities in the area, Seattle has a significant population of teens and young adults who may not be receptive to traditional preparedness programming and messaging. The OEM hired a local art student to create new, modern video content for its training and outreach. One of the videos created by the outreach team with the intern was called Corner Store Emergency Kit, modeled after the popular Corner Store Brunch YouTube series. The video follows a college student who has \$20 to create a starter emergency kit in a local corner store as you could find in any neighborhood. The video provides a budget-friendly example of how to be prepared for emergencies in a format that appeals to the youth audience. The video was written, directed, produced, and edited entirely in-house and filmed at a local corner store.

**The Preparedness Award** recognizes outstanding accomplishments in preparedness activities and services for constituencies served.

*IAEM-USA, the nation's largest emergency management professional association, is a non-profit professional organization representing more than 5,000 emergency management and homeland security professionals for local communities, state and federal disaster officials, private sector, non-governmental organizations, and others involved in preparing for, responding to, and recovering from all types of disasters including acts of terrorism. IAEM provides access to the largest network of emergency management experts who can provide advice and assistance; the Certified Emergency Manager program; annual scholarships; a comprehensive monthly newsletter; and more.*

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