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PRESS RELEASE

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FOR IMMEDIATE RELEASE

Public Asked to Register for “Aware & Prepare” Notification System

(Santa Barbara, Calif.) –Santa Barbara County would like to remind residents to register at the “Aware and Prepare” emergency notification system website at www.awareandprepare.org. “This is an invaluable resource during emergency situations,” said Gina DePinto, County Communications Manager.

Santa Barbara County faces a year-round fire threat as well as a myriad other types of potential crises. “Ensuring everyone throughout the County knows how to prepare for, respond to, and recover from a fire such as the Sherpa Fire is vital,” DePinto said. In addition, the “Aware and Prepare” website offers helpful tips and information that will benefit residents and visitors alike.

According to DePinto, “The most important three minutes you spend this year may be signing up for alerts via the Santa Barbara County ‘Aware and Prepare’ website. If we can’t find you, we can’t notify you and your families about fires or other emergencies in your area. Please sign up for alerts, and have an escape plan.”

Once started, a wildfire can spread quickly, igniting brush, trees, or homes. “Fires can shift directions as well as jump roads, and embers can fly far from the original flames and create new fires,” said Santa Barbara County Fire Chief Eric Peterson.

The “Aware and Prepare” website includes information about completing and practicing an escape plan from a home, office, or neighborhood. If visiting Santa Barbara County, it is important to be aware of the year-round fire threat.

“Signing up for ‘Aware and Prepare’ alerts before visiting Santa Barbara County is an excellent way to ensure that you and your family will be aware of any incidents,” DePinto noted.

In the event of a fire, residents and visitors should monitor the status and heed any guidance made available on the County of Santa Barbara website at www.countyofsb.org and/or www.awareandprepare.org.