

MEDIA RELEASE

FOR IMMEDIATE RELEASE

An earthquake will tour Quebec this Spring

Insurance Bureau of Canada invites Quebecers to try out its earthquake simulator

Montreal, May 10, 2017 – As part of its earthquake preparedness campaign, Insurance Bureau of Canada (IBC) will be touring Quebec and is inviting Quebecers to experience a unique event in the Quake Cottage, a mobile quake simulator.

The event, which will be held for the second year, will take place in a number of Quebec cities and at shopping centres from Malbaie to Gatineau, between May 6 and June 4, 2017. The tour's main objective is to get the message out to as many people as possible, so that everyone knows what to do if the earth starts to shake. Eastern Quebec averages about 450 quakes each year, with Quebec likely to experience a major quake in the future.

An experience to remember

Those trying out Quake Cottage will experience a 30-second quake measuring 7.0 on the Richter scale. While Quebec does have smaller quakes, the province has already experienced a quake as strong as the one simulated by Quake Cottage, and this is what we need to prepare for.

Needless to say, if such a quake were to hit Quebec, the loss of life and financial impact would be significant, especially if nothing has been done to soften the blow. "Through this simulation, we want to explain to people that they can expect to face lots of upheaval if a major quake were to occur, and they must learn to protect themselves", explained Pierre Babinsky, Director, Communications and Public Affairs, at Insurance Bureau of Canada.

IBC, which sponsors the [Great Quebec ShakeOut](#) since it first began, recommends that everyone participate in this international earthquake preparedness drill. This year, on October 19, 2017, at 10.19 a.m., all Quebecers are invited to Drop, Cover and Hold on!

Committed partners

Along with municipalities and shopping centres that want to make the communities we live in a safer place, the Red Cross also supports this earthquake awareness activity.

As a first responder in emergencies, the Red Cross welcomes this initiative, which will better prepare the population should a quake strike Quebec. "The Red Cross encourages all families to familiarize themselves with the kind of emergencies that can happen in their community, have a plan and a 72-hour emergency kit, so that they can be self-sufficient if they have to evacuate or can't leave their home", noted Claudie Laberge, Director,

Emergency Management Service, Canadian Red Cross.

IBC is pleased to be able to count on such committed partners.

The earth will shake in the following places:

- Saturday May 6: Quebec City
- Sunday May 7: Quebec City
- Monday May 8: Quebec City
- Thursday May 11: Montreal
- Saturday May 13: Sainte-Adèle
- Sunday May 15: Dorval
- Friday May 19: La Malbaie
- Friday May 26: Trois-Rivières
- Saturday May 27: Gatineau
- Thursday June 1st : Sherbrooke
- Friday June 2: Galeries d'Anjou, Montreal
- Saturday June 3: Laval
- Sunday June 4: Laval

For the complete calendar and details, click [here](#)

About Insurance Bureau of Canada

The Insurance Bureau of Canada, represents the majority of Canada's P&C insurers. It offers various services to consumers in order to inform and assist them when purchasing car or home insurance, or when making a claim.

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Information: (media only)

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