

# MEDIA RELEASE

FOR IMMEDIATE RELEASE

## Prepared for a natural disaster?

Montreal, May 2, 2016 — As part of the Emergency Preparedness Week, Insurance Bureau of Canada (IBC) would like to remind everyone how important it is to be prepared for all kinds of natural disasters.

Whether it's a tornado, torrential rains or an earthquake, IBC stresses that every household needs an emergency plan, which can make all the difference. In fact, it's not when the roof blows off or the earth shakes that you need to think about it. Every family should have an emergency kit handy with a 72-hour supply of water and other basics, including a radio, flashlight and first aid kit should someone get hurt.

There have been more frequent and more extreme weather conditions in recent years. "Extreme weather events which, in the past, occurred every 40 years are now happening every six years in certain regions," explained Pierre Babinsky, IBC's Director of Communications and Public Affairs for Quebec.

In 2013 alone, two episodes of torrential rains in Alberta and Ontario caused major damage that forced families from their homes, and cost at least \$3.2 billion in insurance claims. "While we can't prevent such occurrences, one can however limit property damage by taking certain preventive measures, and protect one's family with a well-rehearsed evacuation plan", stressed Mr. Babinsky.

The [infoinsurance.ca](http://infoinsurance.ca) site provides a wealth of information about how to prepare your home and family for a natural disaster. You'll find the brochure "*Your emergency preparedness guide 72 hours*", issued by Public Safety Canada.

In addition, IBC has been sponsoring [La Grande Secousse du Québec](#), an annual international earthquake preparedness drill, during which three simple gestures are practiced that could save lives, namely Drop! Cover! Hold on! This year, the Quebec Great ShakeOut will be held in October 20, at 10.20 am.

### **About Insurance Bureau of Canada**

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

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### **Information** (journalists only):

Caroline Phémus

Public Affairs Consultant

Telephone: 514 288-1563, ext. 2232