



Informed®

INFORMED PUBLISHING NEWS
Critical Information at Your Fingertips Since 1986

CONTACT: Elise Manley PR/Publicity Director
415 823 0855, media@informedguides.com

Informed Publishing Releases New *Home Emergency Pocket Guide*™ **Pocket-Sized Tool Brings Response Skills First-Responders Rely On In The Field—Into The Home**

(Portland, OR)—When every second counts, knowing what to do can save lives. Your response to an emergency determines the impact the situation will have on those around you, and being prepared starts right at home. The new guide from Informed Publishing is an evolution in preparedness and disaster survival that puts professional-grade response skills at your fingertips.

The **Home Emergency Pocket Guide**™ (ISBN 978-1890495367; \$16.95) is a handy 3"x5" reference tool that delivers emergency preparedness and response information in an accessible format.

From home preparedness to emergency first aid, and survival tactics for storms, fires, floods, earthquakes, terror attacks, and more, this is a guide you can't afford to live without.

This pocket-sized guide provides instant access to critical information that can help you make decisions fast, giving you the best course of action to take before, during, and after an emergency. In this post-911 world, being able to protect yourself and your family is no longer an option; it is a necessity. Having it within reach will ensure you respond in ways that increase your safety and security, and those you care about.

"We've been publishing field guides for first-responders since 1986," said Chris Barnes, CEO of Informed Publishing. "We think they'll appreciate that while this new guide is made for the home, it's built to the same professional standards they've come to rely on from Informed. Just like on the job, their families can be empowered to make the right decisions when a crucial situation arises."

In concise language accompanied by full-color graphics, the **Home Emergency Pocket Guide**™ is organized by event type and provides specific guidelines for how to:

- Prepare your home and family, including walk-throughs, checklists and evacuation plans
- Assemble home emergency, 72-hour evacuation, and first aid kits
- Assess an emergency and administer first aid—what you need to know that could save a life
- Prepare and plan for fires, floods, hurricanes, and other natural disasters that could affect you
- Respond to a potential terror attack or citizen terror events
- Locate national resources after a disaster strikes, and much more...

Informed Publishing is releasing an e-version of this guide in Summer 2007, along with the launch of a new upgraded website offering downloads, look-inside features, and more. Customers can register at www.informedguides.com to receive news about other Informed products and promotions. For more information call (888) 624 8014, email sales@informedguides.com, or visit www.informedguides.com.

