

STRUCTURAL ENGINEERS LAUNCH CAMPAIGN TO INFORM PUBLIC OF EQ SAFETY MEASURES

January 18, 2006 - San Francisco - The Structural Engineers Association of Northern California (SEAONC) has recently launched a media campaign to celebrate the contributions of Bay Area Structural Engineers to earthquake safety. As part of this campaign, the association created a special Website (www.CelebratingEQSafety.com) that will provide the public and the media with useful tips on how to strengthen homes and offices, schools, churches, and other structures to resist earthquakes. The campaign will run through 2006, the year of the 100th Anniversary of the most devastating earthquake in the region, the Great 1906 San Francisco Earthquake.

"The San Francisco Bay Area is world-renowned for its beautiful structures, such as the Golden Gate Bridge as well as the Transamerica Building, and for our inventory of historical buildings," said Joe Sutton, Chair of the SEAONC Quake '06 committee. "Structural engineers are proud of their role in the Bay Area. We want to share our knowledge of different structures and their resistance to earthquakes during this time of commemoration and celebration."

He added, "While we celebrate the last 100 years of seismic design and construction in the San Francisco Bay Area, we are mindful of the need to be better prepared for the next major quake. Our campaign will therefore focus on both honoring the past successes of our buildings and structures, acknowledging the Area's shortfalls in earthquake preparedness and preparing for the future."

Aimed at renters, homeowners and landlords, as well as retailers,

business owners and employees, the campaign will help:

- Educate the public about how to strengthen their homes to resist earthquakes.
- Raise awareness of the current state of the built environment in the San Francisco Bay Area, our ability to withstand future earthquakes and where the problems lie.
- Inform the public about the importance of maintaining up-to-date building codes and standards to make sure the San Francisco Bay Area remains secure in the face of future quakes.
- Highlight notable historic and modern Bay Area buildings - and some of the individuals who have been instrumental in making the San Francisco Bay Area among the safest of all earthquake-prone areas.

On the Website, one can find relevant and up-to-date information on why earthquakes happen; why some buildings fail during an earthquake while others don't; how structural engineers study earthquakes and develop new building codes and standards; and what individuals can do to protect themselves and their environment before, during and after an earthquake.

Founded in 1930, the Structural Engineers Association of Northern California (SEAONC) is committed to the advancement and incorporation of the state of the art in structural engineering standards and practices through applied research, continuing education, and the promotion of professional relations among Civil, Structural, and Geotechnical Engineers.

Contact: Patricia Coate 415-309-2231