

The Virgin Islands Consortium

FEMA's Ready Campaign Teams Up With Sony Pictures To Promote Disaster Preparedness with 'Zombieland: Double Tap'

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FEMA's Ready Campaign and the Ad Council joined with Sony Pictures on their upcoming film "Zombieland: Double Tap" to promote the critical message of emergency preparedness, FEMA said Wednesday.

A decade after the first film, "Zombieland," the lead cast and original writers and director have reunited for "Zombieland: Double Tap." As part of the sequel's release, Sony Pictures developed a Public Service Advertisement with original film footage for the Ready Campaign.

The PSA and promotional posters feature Woody Harrelson, Jesse Eisenberg, Abigail Breslin, Emma Stone, and other cast members describing what families should do now to prepare for disasters with the theme, “Zombies don’t plan ahead. You can. Make your emergency plan.”

Networks can download advertisement at the [Ad Council’s PSA Central](#) website. The PSA is also available to view on [Ready.gov](#). As part of the promotion, the [@Ready](#) Twitter account and the [Ready Facebook](#) page will be using the PSA to encourage the public to get prepared for emergencies.

FEMA’s Ready Campaign launched in 2003 as a national public service campaign to educate and empower Americans to prepare for and respond to emergencies. Ready, and its Spanish language version Listo ask individuals to do four key things:

1. Stay informed about the different types of emergencies that could occur and their appropriate responses.
2. Make a family emergency plan.
3. Build an emergency supply kit.
4. Get involved in your community by taking actions to prepare for emergencies – even if that includes zombies.

The new PSAs are an extension of FEMA’s Ready Campaign and the Ad Council, which has helped to generate more than 100 million unique visitors to the campaign’s website [Ready.gov](#), since its launch in 2003. Through the Ad Council, to date, the Ready campaign has received more than \$1.6 billion in donated media.

For more information on what to do before, during or after emergencies, visit [Ready.gov](#).