



American Red Cross
in New Mexico

NEWS RELEASE

Red Cross Earthquake App for Smart Phones Will Benefit New Mexicans Many Don't Realize State is Earthquake Zone

Features include real-time alerts and “Shake Zone Impact Map,” simplifying quake data for smart phone, tablet users

Albuquerque, NM— The American Red Cross has launched its official Earthquake App, putting lifesaving information right in the hands of people who live in or who visit earthquake prone areas.

This free app—available in English or Spanish—is the third in a series created by the American Red Cross, the nation’s leader in emergency preparedness, for use on both iPhone and Android platforms. The Earthquake App comes on the heels of the highly successful First Aid and Hurricane apps, which have been downloaded more than 1 million times.

“This newest app gives instant access to local and real time information on what to do before, during and after earthquakes,” said Rahim Balsara, Interim CEO of The American Red Cross in New Mexico. “New Mexicans will receive earthquake notifications and can monitor activity where other family and friends reside. People who do not live in earthquake-prone areas can have peace of mind knowing you’ll have instant information about loved ones. New Mexico has many fault lines and experiences activity, that most people aren’t aware of, so this app definitely has local applications,” Balsara added.

New “Shake Zone Impact Maps” show give users personalized local impact information to help them make crucial decisions.

Features of the app include:

- Earthquake notifications showing the epicenter, magnitude and intensity maps;
- One touch “I’m safe” messaging that allows users to broadcast reassurance to family and friends via social media outlets that they are out of harm’s way;
- Options to view the app in English or Spanish based on user handset settings;
- Locations of open Red Cross shelters;
- Simple steps and checklists people can use to create a family emergency plan;
- Preloaded content that gives users instant access to critical action steps, even without mobile connectivity;
- Information on events that may happen after earthquakes such as fires and tsunamis;
- Toolkit with flashlight, strobe light and audible alarm; and
- Badges users can earn through interactive quizzes and share on social networks.

Over the past three months, the Red Cross has made great strides in putting vital information in the hands of people who need it during emergencies. More than 1 million people have downloaded the First Aid and Hurricane Apps. People have used the content in our First Aid App to control bleeding, care for broken bones and help people having seizures. Our Hurricane App was used to find Red Cross shelters and to send “I’m safe” messages during Hurricane Isaac. National Red Cross experts in health, safety and preparedness have thoroughly reviewed and field tested the information and advice provided in [Red Cross apps](#).

“A recent [Red Cross survey](#) found that apps have tied social media as the fourth most popular way for people to get information during emergencies, making the Red Cross app development effort even more important,” added Balsara.

The Earthquake App can be found in the [Apple App Store](#) and the [Google Play Store for Android](#) by searching for American Red Cross. Apps can help prepare people for disasters, but they are not a substitute for training. Red Cross First Aid and CPR/AED training empowers people to know how to respond to emergencies in case advanced medical help is delayed. People can visit redcross.org/takeaclass for course information and to register.

The Red Cross responds to nearly 70,000 disasters each year and we help people get ready to respond to emergencies by providing these apps for free. The Red Cross needs the help of the public to continue this lifesaving effort. People can make a donation to the Red Cross by going to redcross.org, texting REDCROSS to 90999 or by calling 1-800-REDCROSS.

The Red Cross depends on the generosity of the American people to fulfill our mission. To help the Red Cross continue to save lives, contributions may be made to the American Red Cross Local Disaster Relief Fund by calling 1-800-560-2302. Contributions to the Local Disaster Relief Fund may also be sent to the American Red Cross in New Mexico by mail: American Red Cross in New Mexico, 7445 W. Pan American Fwy. NE, Albuquerque, NM 87109, or made online at www.redcrossnewmexico.org. Follow us on Facebook and Twitter.

About the American Red Cross:

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies nearly half of the nation's blood; teaches lifesaving skills; provides international humanitarian aid; and supports military members and their families. The Red Cross is a charitable organization — not a government agency — and depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit www.redcross.org or join our blog at <http://blog.redcross.org>

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