

Sent: Friday, November 13, 2009 2:58 AM

To: [iaemregion9members@iaem.com](mailto:iaemregion9members@iaem.com)

Subject: Movie 2012 - Statement / Press Release: Emergency management professionals assure the world will not end in the year 2012

Dear IAEM Region IX member,

This Friday, the movie "2012" will be released. Seeing the tremendous marketing efforts and publicity for this doomsday movie, it may well become another of director Roland Emmerich's very successful productions (such as Independence Day and The Day After Tomorrow).

Due to the many promotion activities, such as "find out the truth" by searching "2012" on search engines, the media may or may not ask you about the credibility of the apocalyptic scenario or other aspects of the film.

The following are some talking or bullet points for a press release related to the movie (many thanks to Michael Edwards and Michael Martinet for their input). If you have any thoughts or suggestions on raising awareness for emergency management activities for those threats we realistically face, I would very much like to hear from you.

Best regards,  
GUNNAR

**DRAFT PRESS RELEASE / TALKING POINTS BEGINS HERE:**

Emergency management professionals assure the world will not end in the year 2012.

In response to the release of Roland Emmerich's movie "2012", the emergency management community in the Southwest United States (Arizona, California, Nevada, Hawaii) can assure the public that the apocalypse will not come in the year 2012.

1. The cataclysmic disasters and destruction of the entire planet as depicted in the movie are as unrealistic as "King Kong" or the alien attack from Mars in the many "War of Worlds" movies. The sole purpose of this movie is to entertain and it has no reference to credible environmental issues.
2. The world will not end in 2012 and doomsday is not upon us.
3. California will not fall into the ocean.
4. However, this movie may rise awareness about the critical stage of our global environment and the challenges we all face today.

These include:

- A) Climate changes and global warming with all its consequences.
- B) More and more people living on this Earth (currently 6.8 billion, tripled from 2.3 billion in the 1930's).
- C) Water scarcity in many parts of the world including the Southwestern US.
- D) Economic injustice, or the widening gap between the very rich and the many poor (i.e., 2.3 billion or 1-in-3 people live on less than US \$2 per day and more than 1 billion people or 1-in-7 people do not have access to clean water).
- E) The ongoing depletion and destruction of the Earth's resources.

Emergency managers, particularly on the local level, play a crucial part in preventing disasters. They assist their communities to prepare for emergencies and catastrophic events. To protect life and property, emergency managers from government institutions, the private sector, the military, civic and disaster-relief organizations work closely together and are often members of the International Association of Emergency Managers (IAEM).

Doomsday, as shown in 2012 is not upon us. But today's world has become complex and interconnected. Communities are constantly threatened by a variety of natural and man-made hazards (i.e., earthquakes along the Pacific Coast and hurricanes along the Gulf and Atlantic Coasts).

The film 2012, like one of Emmerich's previous movies, "The Day After Tomorrow" may raise public awareness to the challenges and risks we have to face.

Now is the time for each and everyone, from individual citizen, up to our nation's government, to work together to create a safe, sustainable, and disaster-resistant environment. Emergency management professionals all over the world provide the guidance, coordination, and leadership to achieve that goal.

Gunnar J Kuepper  
President Region IX (AZ, CA, HI, NV, Pacific Trust Territories) International Association of Emergency Managers (IAEM) - USA

c/o Emergency & Disaster Management, Inc.  
5959 West Century Boulevard, 5th floor  
Los Angeles, CA 90045

Tel. ++1 310-649-0700  
Cell ++1 310-686-1390

Email [gjk@edmus.info](mailto:gjk@edmus.info)  
<http://www.linkedin.com/in/gunnarkuepper>  
[www.iaem.com](http://www.iaem.com)

Region IX: 550 highly dedicated emergency management professionals protecting 50 million people in 4 states, numerous tribal nations, and the Pacific Trust Territories.

The International Association of Emergency Managers (IAEM) is a non-profit educational organization dedicated to promoting the goals of saving lives and protecting property during emergencies and disasters.