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## Press Release

### PLANIT NOW Launches New Website to Provide Communities with Tools to Survive Hurricanes

*Los Angeles, CA -- March 3, 2008 --* PLANIT NOW, the hurricane and storm-related disaster relief organization led by Academy Award winner Morgan Freeman, has re-launched its website [www.planitnow.org](http://www.planitnow.org). The new website hopes to become the go-to place for storm and hurricane-related disaster preparedness and recovery information.

PLANIT NOW (formerly known as the Grenada Relief Fund) is a non-profit organization which provides people, communities, and companies who are in high-risk regions the information they need to protect their families, home, businesses, resources, and documents from the effects of storm and hurricane-related disasters. PLANIT NOW offers assistance for coastal and island areas that lie between Belize and Barbados; and Trinidad and North Carolina.

"Severe storms and hurricanes are devastating to affected populations but confusion can be reduced when effective preparation strategies are employed before storms strike," said PLANIT NOW Chairperson, Donna Lee. "We hope to be a conduit for meaningful exchanges between storm-affected community leaders and those learning to prepare for hurricanes and severe storms in coastal regions of the United States, Mexico and the island nations of the Caribbean."

PLANITNOW.ORG is the front-line of PLANIT NOW's efforts to empower people through information and connection and provides dialogue between people living in hurricane and severe-storm affected areas and those who should prepare in coastal regions of the United States, Mexico and the Caribbean. The site provides practical information including disaster preparedness checklists and emergency contact information as well as testimonials from disaster survivors and links to other organizations working in disaster preparedness and recovery.

"We see our organization as a city whose slogan is "Preparation is the Key to Growth ", said Lee." We're just starting this endeavor but eventually, our city hall and town council will be built up, brick by brick, with best practice efforts, and the upshot solutions learned from Hurricanes Ivan and Emily, Katrina and other category 3 and higher storms. We'll share them with those most at risk so that we can help to prevent needless loss of life and property in the future."

PLANITNOW.ORG was designed by The Halo Group and Kelly Metzler with oversight from PLANIT NOW Information Committee Chair Tom Priore.

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