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DISASTER RELIEF 2.0 FOR POST-TSUNAMI AMERICAN SAMOA
***EmergencyZone.org rushes in to connect survivors, relief workers, and the
global community to vital resources***

PAGO PAGO, AMERICAN SAMOA, October 15, 2009—Today, the post-Tsunami American Samoa relief effort is propelled into the 21st century with the launch of EmergencyZone.org, a central clearing house for disaster-related resources. Providing up-to-the-moment on-the-ground information and long-term recovery resources, EmergencyZone.org’s American Samoa Tsunami Web portal links survivors, relief workers, and the global community to immediate information to take action on improving their lives.

EmergencyZone.org provides information for people who need help and those who want to help. For people living in American Samoa, EmergencyZone.org provides a range of information for recovering from disaster—from how to navigate FEMA applications and locate contractors, to physical and mental health resources. The online portal is a central outlet for relief organizations working in the area to broadcast their programs to the community and to find local information for people they are helping. Those who want to help American Samoa can use EmergencyZone.org to quickly locate information about the various ways to support the recovery effort.

“Crises make local, relevant, and accurate information an urgent need,” says Rey Ramsey, CEO of One Economy, the global nonprofit powering EmergencyZone.org. “And crises make the chasm between those who have information and those who need it incredibly wide. EmergencyZone.org serves to bridge that chasm by allowing anyone to take action on improving their own life or the lives of those affected by the disaster.”

The EmergencyZone.org “Make It Easy Toolbox” widget is central to connecting people to disaster-related resources. This toolbox can be embedded on any Web site to spread awareness of vital recovery resources—providing the latest news, on-the-ground perspective, ways to help, and information on how to “react” and “recover” from the tsunami.

“Recovering from a tsunami is something none of us have done before,” says John Newton, a long-time resident of American Samoa. “There are so many resources; it’s just a matter of locating them and

navigating how to get help. That's why I'm excited to have EmergencyZone.org's innovative Web portal available to American Samoa to help us find the resources we need."

The 2009 American Samoa Tsunami EmergencyZone.org portal is online <http://americansamoa2009.emergencyzone.org> and on Twitter @EmergencyZone

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About EmergencyZone.org (Powered by One Economy)

EmergencyZone.org is an online disaster-relief and preparedness Web portal which connects users, including disaster survivors, relief organizations and workers, and supporters of disaster relief efforts to disaster-related resources. Online at www.emergencyzone.org and on Twitter: @EmergencyZone.

About One Economy

One Economy is a global nonprofit organization that uses innovative approaches to deliver the power of technology and information to low-income people. More than 17 million people have used One Economy's online tools and resources to build better lives, including the Public Internet Channel. To date, One Economy has launched on-the-ground programs in 42 U.S. states, Africa, Europe, Latin America and the Middle East. To learn more visit, www.one-economy.com.