



CONTACTS:

Steve Majors, The Ehrhardt Group
504-558-1785; 504-881-4842;
smajors@theehrhardtgroup.com

Carrie DeVries, The Ehrhardt Group
504-558-1840; 504-881-4841;
cdevries@theehrhardtgroup.com

Austin Bonner, One Economy
202-393-0051
abonner@one-economy.com

THE ALLSTATE FOUNDATION & ONE ECONOMY
HELP CITIZENS PREPARE FOR DISASTERS & EMERGENCIES
Community Fellows to help citizens create
“Individual Emergency Preparedness Plans”

NEW ORLEANS (May 13, 2008) — The Allstate Foundation and One Economy have launched a new initiative to place life-saving disaster preparedness information directly into the hands of New Orleans residents. The two organizations are dispatching trained “Community Fellows” to neighborhoods across the city to help people create personal emergency preparedness plans.

The program was launched today during a community block party at the Hope Community Credit Union in Central City. This neighborhood is among the first areas targeted by the Community Fellows. A total of 10 Fellows will eventually spread out across the city to work directly with residents and organizations to help create personal emergency plans. Ultimately, the Fellows will work with 20 New Orleans-area nonprofit organizations to serve more than 100,000 people.

Allstate Foundation Executive Director Jan Epstein called the initiative a vital tool in helping New Orleans residents protect their homes, families and properties.

“The Allstate Foundation is committed to helping create safe communities,” said Epstein. “This information, in the hands of people, will assist them in taking the steps necessary to safeguard their lives and neighborhoods. The program is the first of its kind in the country and we believe it will go a long way toward rebuilding a safer New Orleans.”

The Community Fellows were recruited for the program and underwent an intensive training session. They will each work for up to six months in the program on the following tasks:



- Assisting residents in creating their emergency preparedness plan.
- Meeting small groups to educate them about emergency preparedness.
- Training organizations to prepare their clients for an emergency.
- Holding public events, such as a computer classes and fairs.
- Speaking to community and church groups about emergency preparedness.

Area residents can schedule an appointment with a Community Fellow to create an emergency preparedness plan by e-mailing communityfellowsinfo@one-economy.com.

One Economy CEO Rey Ramsey said the programs is part of his organization's mission to use technology to help low and moderate income citizens improve their lives.

"In the Digital Age, every American should have access to vital information, especially in areas as important as emergency preparedness. Now, through our collaboration with the Allstate Foundation, we will be using the power of the Internet to convey that information to residents and help them create personal, comprehensive emergency plans."

In addition to the Fellows' on-the-ground efforts, the Allstate Foundation and One Economy have partnered to create an online emergency preparedness resource as part of One Economy's multilingual web portal, the Beehive. The website, www.thebeehive.org/beprepared features multimedia tools and information that helps families plan for and respond to all kinds of emergencies, from natural disasters to outbreaks of disease. The Community Fellows and emergency preparedness content are part of One Economy's vision of a 21st-century community in New Orleans.

At the event, One Economy also announced a new effort with the Gulf Coast Housing Partnership that will provide families in hurricane-impacted areas with affordable high-speed access to the Internet.

About The Allstate Foundation

The Allstate Foundation is an independent, charitable organization made possible by subsidiaries and affiliates of The Allstate Corporation. The Allstate Foundation sponsors community initiatives to promote "safe and vital communities"; "tolerance, inclusion, and diversity"; and "economic empowerment." The Allstate Foundation believes in the financial potential of every individual and in helping America's families achieve *their* American dream. More information on The Allstate Foundation is available at: <http://www.allstate.com/citizenship/Allstate-foundation.aspx>.

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, giving them valuable tools for building better lives and entering the economic mainstream. We help bring broadband into the homes of low-income people, employ youth to train their community members to use technology effectively, and provide public-purpose media properties that offer a wealth of information on education, jobs, health care and other vital issues. Learn more at www.one-economy.com.