



at&t Walgreens



Wisconsin Medical Society  
Foundation

# News Release

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## Volunteers Pack Emergency Kits to Help Kids Learn About Disasters AT&T Pioneers join Wisconsin National Guard, Others in Effort

**MADISON, Tuesday, January 21, 2014** — AT&T Wisconsin Pioneers, along with members of the Wisconsin National Guard, Wisconsin Emergency Management and AmeriCorps, worked together to assemble more than 8,000 emergency kits and other materials for Wisconsin 5<sup>th</sup> graders who will be participating in the STEP program this year.

STEP (*Student Tools for Emergency Planning*) is a statewide program that teaches students how to be prepared for disasters and emergencies, how to assemble an emergency kit, and how to develop an emergency plan with their families. The 2014 STEP program is supported by grants from AT&T, Walgreens and the Wisconsin Medical Society Foundation.

“When disaster strikes, it’s important that Wisconsin communities know how to respond and act quickly,” said Wisconsin Emergency Management Administrator Brian Satula. “The STEP program not only teaches students how to prepare for emergencies, but it also encourages them to share that information with their families.”

STEP is a turn-key classroom curriculum for teachers to prepare students for various emergencies and disasters. The program also shows students how to put together an emergency kit and develop an emergency plan with their families.

Nearly 150 schools from across Wisconsin are participating in the STEP program this spring. To view the list of participating schools by county, please visit: <http://ready.wi.gov/news/2014/STEP2013-14SchoolRundown.pdf>

AT&T has a long-standing commitment to disaster preparedness and business continuity, and is the first company in the nation to earn U.S. Department of Homeland Security (DHS) certification for disaster preparedness.

“We know how critical it is to be ready and prepared to respond in the event of a disaster or emergency,” said Scott T. VanderSanden, president of AT&T Wisconsin. “Not only are we proud that our network operations are state-of-the-art when it comes to performing both during and after a disaster, but we are also proud to help prepare Wisconsin families to respond to emergencies through our support of the STEP program.”

Teachers are provided with all materials at no cost to the schools, including instructor guides, DVDs and copies of student handouts. All students participating in the program also receive an emergency kit to take home, which includes a flashlight, first aid kit and emergency blanket. The basic lesson is only one hour of instruction, but teachers can expand the lessons to cover eight hours of materials.

The AT&T Wisconsin Innovation & Investment Award program provides funding to local organizations and programs that enhance and give back to their communities. The program is focused on providing funding to organizations that improve the community by: advancing education, enhancing the environment, promoting economic development and new technologies, or delivering other essential community services.

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## About Philanthropy at AT&T

AT&T Inc. (NYSE:T) is committed to advancing education, strengthening communities and improving lives. Through its philanthropic initiatives, AT&T has a long history of supporting projects that create learning opportunities; promote academic and economic achievement; and address community needs. In 2010, more than \$148.2 million was contributed through corporate-, employee- and AT&T Foundation-giving programs.

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