



STATE OF WISCONSIN
DEPARTMENT OF MILITARY AFFAIRS

DIVISION OF EMERGENCY MANAGEMENT

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Are you Ready for Winter Driving, Wisconsin?

NASCAR Champ Matt Kenseth promotes winter weather preparedness

(MADISON) - NASCAR champion and Cambridge, Wisconsin native Matt Kenseth has teamed up with Wisconsin Emergency Management to encourage winter weather emergency preparedness.

Kenseth is featured in a series of television and radio public service announcements urging Wisconsin drivers to carry an emergency winter survival kit in their vehicles. Kenseth directs viewers and listeners to the ReadyWisconsin website (<http://readywisconsin.wi.gov>) for information on how to make an emergency kit, and to register to win a free vehicle emergency kit or a Matt Kenseth ice scraper.

The campaign will air on TV and radio stations across the state from November 1-December 15, 2010. Radio spots will also air during the Badger football and hockey games in November.

"Matt took time out of his extremely busy schedule and volunteered to deliver this important safety message to the people of Wisconsin," said Tod Pritchard, Wisconsin Emergency Preparedness Coordinator. "Now is the time to get your vehicles ready for winter weather."

The emergency winter survival kit should include warm clothing and blankets, a flashlight with spare batteries, candles and matches, food including energy bars, jumper cables, road flares and a shovel. For a complete list of kit items, go to <http://readywisconsin.wi.gov>.

ReadyWisconsin is part of Wisconsin Emergency Management with a mission to prepare individuals, families and businesses for emergencies and disasters.

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