



FOR IMMEDIATE RELEASE

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## MASTER LOCK OFFERS CONSUMERS PEACE OF MIND AND IS PARTNERING WITH AMERICAN RED CROSS TO PROMOTE DISASTER PREPAREDNESS

**MILWAUKEE, Wis. (Aug. 16, 2016)** – In 2015, about 98.6 million\* people were affected by natural disasters all over the world. Whether it is a tornado, hurricane, wildfire or flood, disaster strikes when least expected, making preparation to personal safety and the security of irreplaceable items imperative. To encourage consumers to think about being prepared, Master Lock is partnering with the American Red Cross for the third annual “For Everything Worth Protecting” Twitter sweepstakes and fundraiser. Master Lock will donate \$10,000 to the Red Cross and will donate an additional \$1 (up to \$10,000) for every consumer who tweets #MasterLockProtectsSweeps with the personal item they’d most like to save in case of fire or flood.

“Natural disasters can happen at any time and catch families off guard causing an immense amount of stress and emotions” said Rebecca Smith vice president, marketing for Master Lock. “Master Lock is providing an action plan that families can take now – rather than during a disaster – to reduce their risk of loss and aid them through recovery after the disaster has hit.”

### **Preparedness Tips:**

**Stay informed.** Each state is vulnerable to a different type of natural disaster, be informed which disasters could hit where you live or where you’re travelling. To prepare, check with the local health department or emergency management agency to see how each town shares emergency information. The Red Cross offers the free Emergency App (compatible with iOS and Android devices) that lets you set alerts for different types of emergencies in your area and where loved-ones live. Text “GETEMERGENCY” to 90999 to receive a link to download the app.

**Keep your valuables safe.** North Americans (69 percent)\*\* said that they would be devastated to lose personal identification documents – social security card, passport, financial documents – and photos in case of a natural disaster. As these items are nearly impossible to replace, a fire- and water-resistant safe like the [SentrySafe SFW123TTC Extra Large Digital Alarm Fire Safe](#) allows valuables to stay intact for recovery post-disaster. You can also use the [Master Lock Vault app](#) to safely store electronic copies of critical documents you can't afford to lose such as birth certificates, passports, wills, and tax returns.

**Create a family disaster plan.** When disaster hits, your family may not all be in the same place. Create a family disaster plan so each person knows how to react. Make sure each family member knows emergency telephone numbers, choose an emergency contact, establish multiple meeting places, find the safe spots in your home, and determine the best escape routes.

**Prepare an emergency supplies kit.** In the event of a natural disaster, many grocery stores will quickly sell-out of basic necessities due to the increased demand. Prepare an emergency supplies kit for your family in case disaster strikes. The Red Cross recommends that a kit should have enough supplies to cover three days, per person and include: water, non-perishable foods, manual can opener, health supplies, personal care items, first aid kit, flashlight, extra batteries, radio (battery-powered or hand-

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crank), multi-purpose tool, emergency blanket, map(s) of the area and extra cash. Be sure to check and replace your items throughout the year and pack for your pets, too.

Master Lock will be sharing disaster preparedness tips all month long on their website and social media channels. Join the conversation now using the hashtag, #MasterLockProtectsSweeps, and visit [www.masterlock.com](http://www.masterlock.com) for more information.

### **About Master Lock**

The Master Lock Company is recognized around the world as the authentic, enduring name in padlocks and security products. Master Lock Company offers a broad range of innovative security and safety solutions for consumer, commercial, and industrial end-users. Master Lock Company LLC is an operating unit of Fortune Brands Home & Security, Inc., a leading consumer brands company. Headquartered in Deerfield, Ill., Fortune Brands Home & Security Inc. (NYSE: [FBHS](#)), is included in the S&P 500 Index. For more information about Master Lock visit [www.masterlock.com](http://www.masterlock.com).

### **About the Sweepstakes**

**NO PURCHASE NECESSARY TO ENTER OR WIN.** Entry into the 'For Everything Worth Protecting' Sweepstakes is open to permanent lawful residents of the 50 United States and the District of Columbia ("D.C.") and Canada, **EXCLUDING** Quebec, who are 18 years or older at time of entry. There is no limit to the amount of times a participant may enter during the sweepstakes period, provided each entry is different and distinct from any prior entry. Skill testing required for Canadian winners. Sweepstakes begins at 07:00:01 a.m. CDT on August 16, 2016 and ends August 31, 2016 at 6:59:59 a.m. CDT. Entrants can enter via the Twitter™ app or Twitter's website located at [www.Twitter.com](http://www.Twitter.com) using the hashtag #MasterLockProtectsSweeps. For complete rules, go to <http://bit.ly/2aMGgsV> **Sponsor:** Master Lock Company LLC, 137 W. Forest Hill Avenue, Oak Creek, WI 53154. **This Sweepstakes is in no way sponsored, administered, endorsed or associated with Twitter.**

### **About the American Red Cross:**

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies about 40 percent of the nation's blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit [redcross.org](http://redcross.org) or [cruzrojaamericana.org](http://cruzrojaamericana.org), or visit us on Twitter at [@RedCross](#).

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*\*According to the United Nations Office for Disaster Risk Reduction (UNISDR) 2015 reports*

*\*\*According to a June 2016 Master Lock Survey of more than 2,000 U.S. and Canadian residents*