

## Shake it UP



“Out of sight out of mind, and I prefer it that way” is most Californians’ view of earthquakes. But the UP team sees disasters up close and personal and we know how a few simple preparedness steps can make the difference between recovery and ruin. So we use every opportunity to inspire action and resiliency:

The 25 anniversary of the Loma Prieta earthquake reminds us all that [retrofitting and insuring vulnerable homes](#) makes economic sense.

[Buying renters insurance](#) including quake coverage is generally very affordable.

Trustworthy, current [tips on buying earthquake insurance](#) are available through UP and media sources including [KQED](#), [The New York Times](#) and [The Wall Street Journal](#).

So take action today. Drop, Cover and Hold on for the [Great Shake Out](#)!

By [inventorying your stuff](#), insuring and making your home as damage-resistant as best you can, you’ll go from “out of sight, out of mind” to “piece of mind.”

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