

National Preparedness Month: Relief Pod Sets the Standard for Emergency Kits

FOR IMMEDIATE RELEASE

Santa Ana, CA, September 17, 2011 – [During National Preparedness Month](#) this September, FEMA and the Red Cross encourage everyone to take steps to prepare for an emergency or a disaster. A critical part of being prepared is to have an emergency kit. Everyone knows it does not help to put on a seatbelt after an accident, yet many people still do not think about preparing an emergency kit until after an emergency or a disaster strikes close to home. Relief Pod International offers a full line of organized, color-coded, compact emergency kits for car, home, school, work, and travel, designed to help you prepare for and survive emergency and disaster situations. Each kit opens to reveal the contents organized in color-coded sections and clear individual pockets to help you quickly find the items you need when every second counts: red for first aid, yellow for tools, blue for food and water, and green for sanitary items and toiletries. When closed, Relief Pod kits are efficiently compact so they're easy to store and carry.

Another element that makes Relief Pod kits stand out is the company's careful attention to detail and quality. "Relief Pod doesn't just buy manufactured products and assemble them into a kit," says Relief Pod president Debbie Coleman. "We design all our kits and backpacks from the ground up, and we design many of the components and have them custom manufactured. Our research has resulted in numerous patented and patent-pending products, copyrights, trademarks, and design features that aren't available in any other disaster relief products on the market. All components and materials of Relief Pod products are hand-picked by our team and undergo testing for durability, so the products won't let you down when you need them. Like a seat belt, we hope you will never need to use our kits in an emergency. But if you do need it, your Relief Pod kit will be there."

Relief Pod's innovative design and quality have earned the company's [Deluxe Pro Emergency Kit](#), which contains critical supplies intended for one person for up to 72 hours, the prestigious "Best New Product" award at the 2011 [SEMA show](#), one of the biggest automotive specialty products trade events in the world.

During National Preparedness Month, Relief Pod is offering free shipping within the continental United States on all emergency kits available at reliefpod.com. The company is also running a [National Preparedness Month Sweepstakes](#) promotion through September 19. Winners will receive a [Large Emergency Kit: Essential Pro](#) for themselves, plus four more kits for the community organization of their choice. (For complete contest details, read the [Official Rules](#).) The *Essential Pro* contains supplies for one person for up to 24 hours.

About Relief Pod:

Relief Pod International was founded in 2007 by Sebastian P. Musco with the goal of helping people be prepared, self-sufficient, and confident during disaster and emergency situations. By providing people with the tools and resources that they need to be self-sufficient before disaster strikes, Relief Pod empowers them to be survivors.

Relief Pod emergency kits and backpacks are designed to contain essential items needed in emergency and disaster situations. The compact kits are strategically designed with the signature Relief Pod color-coding and organization, making them easy to access and use. Relief Pod offers a full line of emergency preparedness products.

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Images: *Deluxe Pro* Emergency Kit



