



MEDIA RELEASE

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Locals spread key disaster messages

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COOKTOWN

Locals from Coen to Wujal Wujal are spreading key disaster preparation messages through a new music video.

Funded by the Get Ready Queensland program, Cook Shire Council brought Chocolate Starfish frontman Adam Thompson to the Shire to write a special song. "We wanted to get the message out to people in a different way," Cook Shire Council Media and Communications Officer Sarah Martin said. "Adam travelled to all the schools in our region and wrote lyrics with the students, which we then fine-tuned and filmed to produce the end result."

Hope Vale school's brass band, Cooktown Emergency Services, parents in Coen, the Yuku Baja Muliku Rangers and numerous other groups and residents feature in the four minute long music video. "Because so many people took part, it is a powerful way of getting the message for disaster preparedness out into the community," Ms Martin said. "The kids remember the song, the parents watch it because their children are in it, friends and family share it on social media and the message really sinks in. We even have a ringtone available!"

The video warns residents to be prepared for bushfire, flood, cyclone and storm season, with tips including to prepare an emergency kit, keep your yards tidy and listening to the radio for emergency updates. Visit <https://www.youtube.com/watch?v=v3oZ1ut46RM> or Council's Facebook page to view the full music video. Visit www.cook.qld.gov.au/services/disaster-management for more information on disaster preparedness.

For more information contact Ms Martin via email at mail@cook.qld.gov.au or phone on 4069 5444.

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