

For Immediate Release

## Business Continuity Planning Opportunity

Cambridge, Ontario. October 29, 2010...Small Business and non-profit organizations have a new online resource to help them plan for business operations in the event of an emergency or disruption. Offered by the Canadian Centre for Emergency Preparedness (CCEP), the 'Be Ready Now' application is available at [www.ccep.ca](http://www.ccep.ca) through this non-profit organization dedicated to fostering the development of a disaster resilient Canada by preparing small business, non-profit organizations, and the Disaster Management professional.

"It's very fitting to raise awareness about the important business continuity planning application given that we are celebrating small business month," says Jennifer Penney, Small Business Advisor at the Waterloo Region Small Business Centre located at Cambridge City Hall.

The City of Cambridge has a comprehensive emergency response plan that is located through a link from the front page of [www.cambridge.ca](http://www.cambridge.ca) (direct link is <http://www.cambridge.ca/relatedDocs/Emergency%20Response%20Plan%20-May%202010%20version.pdf>).

Bill Chesney, Deputy Fire Chief for the City of Cambridge and also the Community Emergency Management Coordinator (CEMC) says that every business should take a look at their plans. "It's important to examine your internal systems before an emergency arises. Contact lists, emergency suppliers, response assistance, community partners and other key subjects should be defined, in place and tested regularly."

The City of Cambridge recently held an emergency management exercise at City Hall which simulated a fire and also involved action plans related to disruptions of water supply. The exercise involved the Community Control Group which brought the partners together to refine the existing plan and look for continuous improvements.

"Emergency preparedness is an element that should be built into the business plan. A business plan that has a contingency for emergency can lead to a speedy recovery to get the firm back on track. It provides a needed focus on safety," adds Chesney.

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#### About Cambridge

The City of Cambridge is one of the fastest growing areas in the country. It is strategically located astride highway 401 in Southwestern Ontario, part of Canada's Technology Triangle. In 2010, the population reached over 130,000 people. With a multicultural mix and a strong foundation of support services, Cambridge has a diverse economic base with leading industries in advanced manufacturing, automotive, high technology, pharmaceutical, business and financial services and hospitality/retail. The Corporation of the City of Cambridge is an employer with a progressive work environment that offers the opportunity to provide service to the community through creativity and innovation, and with opportunities for career growth and advancement.

For more information on the area or the corporation visit [www.cambridge.ca](http://www.cambridge.ca)  
The City of Cambridge press room is located at [www.cambridge.ca/pressroom](http://www.cambridge.ca/pressroom)

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