

New SURVIVALKEY App Transforms Disaster Preparedness

Written by Australian Business

AUSTIN, TX, September 14, 2013 **/24-7PressRelease/** -- Each day Americans buy billions of dollars worth of food, water, and other critical supplies. Our just in time food delivery system is a delicate infrastructure, vulnerable to many different forms of attack. According a report by the American Trucking Association, "significant shortages will occur in as little as three days" following a national emergency - are you prepared? National Preparedness Month is the perfect time to highlight the latest and greatest in disaster preparedness. The SURVIVALKEY recently launched a new application that offers critical information and step-by-step plans that you need to prepare and survive today's epidemic increase of crisis and disasters.

SURVIVALKEY founder and CEO, Michael Sattler, started the company after he had completed his own preparations for his family. "I realized that my family was covered in case of an emergency...but what about the families of those around me? There are so many looming threats right now, from economic collapse, massive power grid failures to destructive weather patterns...I knew I needed to do something to help people prepare."

What sets SURVIVALKEY apart is our teams of experts that have selectively compiled and organized thousands of files into an easy to use application. The SURVIVALKEY's Absolute Essentials documents contained on the app provide high level summaries of this information, and are a sort of preparedness CliffsNotes, supplying the most critical information users need. Friend and advisor (Retired) Lt. Gen. William "Jerry" Boykin, a decorated former Delta Force and Special Forces Commander says, "SURVIVALKEY is the best tool I have found to prepare myself and my family."

Is the SURVIVALKEY only for hard-core preppers? No, in fact, it was designed with all levels of preparedness in mind. The vast library contains enough detailed disaster scenario planning documents and information for the most dedicated preparedness expert, while the Absolute Essentials will take you step by step through the basics of emergency response guidelines.

Where should you start in your own disaster preparations? The SURVIVALKEY suggests you start with these three steps:

--- Get the free SURVIVALKEY Disaster Preparedness Assessment Tool. Designed by experts in the field, this tool allows you to assess your current level of preparedness. It will also identify the areas that are lacking, allowing you to direct your focus to the most critical areas as you progress in your disaster preparations.

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--- Read through the instructions and complete the assessment. You will have a chance to evaluate your level of preparedness in a variety of areas, including water and food storage, communications plans, and first aid/medical preparations.

--- Assess your risk of disaster by completing the "Assessing Your Risks" portion of the tool. This will allow you to rank the likelihood of potential threats in your specific area.

Preparing yourself and your family doesn't have to be overwhelming...and it could make the difference between life and death. Get started today!

Located in Austin, Texas, the SURVIVALKEY was founded by Mike Sattler in 2012. Its goal is to be the number one source of survival and preparedness information. The company has gathered the most critical information and resources, not only from their own experts, but also from subject matter experts and worldwide field professionals. The SURVIVALKEY team believes we all have a responsibility to our loved ones and our fellow man to prepare and provide for life's growing unforeseen events. They are seeking long-term relationships with you, their partners, and communities across America, to provide the tools, knowledge, and publicity needed to make sure every household in America owns a SURVIVALKEY and have the best chance to survive and thrive in the years to come.