

## PRESS RELEASE

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**FOR IMMEDIATE RELEASE**

### Little Rock Prepares for a Pandemic

The Pandemic Planning Center, a joint venture between Andrews and Associates of Phoenix, AZ and On Target Group of Ft. Lauderdale, FL, has been retained by both the city of Little Rock and Pulaski County in Arkansas to assist and guide their emergency management team in the preparation of their Avian Flu Pandemic Plan of action and response.

During the upcoming joint Pandemic Planning meeting, the Pandemic Planning Center will provide meeting facilitation, tracking and analysis of input and concerns from attendees and documenting information critical to the development of the Pandemic Plan, which will be critical to the efforts put in place to protect the citizens of Little Rock and Pulaski County.

Following the Planning Meeting, Pandemic Planning Center partner Andrews & Associates will serve as the primary resource to the Emergency Planning Team to assure a complete and effective Pandemic Plan is drafted using input from the meeting and other relevant information.

A pandemic flu occurs when an influenza virus mutates into a new form that causes serious illness and deaths because humans have little natural immunity to that particular strain. Pandemics have previously occurred in 1918, 1957 and 1968. Concern about a possible outbreak has risen lately because of the spread of avian flu from Asia and fears that a mutation could allow it to spread from human to human -- with catastrophic consequences.

#### *About Andrews & Associates*

*Andrews & Associates, LLC is a small woman-owned consulting firm, specializing in analyzing, developing and implementing business strategies that increase the ability of an organization to respond to diverse situations. The company was responsible for developing, implementing, teaching and facilitating the initial Continuity of Operations (COOP) Plan used by executive branch agencies, the United States Senate and the United States Senate Sergeant at Arms. Their services include management consulting, strategic planning, value based risk assessments, emergency planning (Continuity of Operations), disaster recovery and business resumption planning*

#### *About On Target Group*

*On Target Group is a business consultancy that specializes in operations, marketing, training, logistics, and crisis management. On Target Group has developed a number of special interest programs for its clients, including Fortune 500 companies, which range from federal interaction to specific client mandates of project management. The company presently is managing projects in the areas of health, human resources, government awareness campaigns, collateral development, project oversight, and business analysis of operations on behalf of its clients*