

# FEMA, Ad Council Release New PSAs in Collaboration with Sony Pictures' 'Ghostbusters: Afterlife'

---

**Release Date: December 7, 2021**

WASHINGTON -- FEMA's [Ready Campaign](#) and the Ad Council joined with Sony Pictures and their new film, "Ghostbusters: Afterlife" to promote the critical message of emergency preparedness.

"We recently launched this new partnership to help remind communities whether it's a ghost encounter or a natural disaster, it helps to be prepared," said FEMA Administrator Deanne Criswell. "Make sure you're ready for emergencies, from specters to wildfires, by visiting [Ready.gov/Plan](#)."

In "Ghostbusters: Afterlife," when a single mom and her two kids arrive in a small town, they begin to discover their connection to the original Ghostbusters and the secret legacy their grandfather left behind. In celebration of the film's theatrical release on Nov. 18, Sony Pictures developed public service advertisements (PSAs) with film footage for the Ready Campaign.

The PSA video and promotional posters feature the film's cast in key movie scenes depicting what families should do now to prepare for disasters with the theme, "Ghosts don't plan ahead, but you can. Make your emergency plan."

Beginning this month, the TV PSAs will air in donated media throughout the country. Networks can download advertisements from the Ad Council's [website](#). The PSA video is also available to view on <https://www.ready.gov/videos>. As part of the promotion, [@Readygov twitter account](#) and the [Ready Facebook page](#) will be using the PSAs to encourage the public to get prepared for emergencies.

FEMA's Ready Campaign launched in 2003 as a national public service campaign to educate and empower Americans to prepare for and respond to emergencies. Ready, and its Spanish language version Listo, ask individuals to [Make a Plan](#) that includes:



**FEMA**

Page 1 of 2

1. Signing up for [local weather](#) and [emergency alerts](#)
2. Knowing your [evacuation routes](#)
3. Deciding on a [safe emergency meeting location](#)

The new PSAs are an extension of FEMA and the Ad Council's partnership, which has helped to generate more than 100 million unique visitors to the campaign's website Ready.gov and Listo.gov since its launch in 2003.

For more information on what to do before, during or after emergencies, visit [Ready.gov](#) and [Listo.gov](#).



**FEMA**