

Attacking the problem from a similar angle, [Here Comes the Apocalypse](#) developed the [Disaster Playbook](#) with the goal of making disaster preparedness more accessible to people who have found other prep resources too boring or complicated. By creating an infotainment resource that prioritizes engagement and offers discrete tasks in a checklist format, the Disaster Playbook, and the accessories that pair with it to create the Disaster Bundle, make preparedness easier and more accessible. Idlewild says, "As a former consultant to FEMA, I have a lot of experience with disaster preparedness. The Disaster Bundle is phenomenal. It's thoughtful, fun, and possible to chunk it out into smaller bits of work."



The Disaster Playbook system for modern families

HCTA founder Jennifer Heller created the Disaster Playbook system to make it easier for families to finally finish their disaster plans: "Cans are not a plan! Collecting gear, water, and food is important, but creating and practicing plans of action for prevention, action, and recovery surrounding emergency scenarios is key to making the right decisions when it matters most."

“

I created these tools because they're exactly what I needed when I realized that trying to get prepared with Ready.gov was going to bore me to death before the disasters could finish me off."

Jennifer Heller, founder of Here Come the Apocalypse

"I created these tools because they're exactly what I needed when I realized that trying to get prepared with Ready.gov was going to bore me to death before the disasters could finish me off." Heller's take on disaster preparedness is that it's never going to get easier until it's fun. Her Disaster Playbook pairs engaging, relatable content with actionable tasks and reliable advice. Using a step-by-step guide makes it easier for disaster planners to

follow through.

For more information about the disaster preparedness system from Here Comes the Apocalypse, visit their website at herecomestheapocalypse.com.

Jennifer Heller
Artsy Geek dba Here Comes the Apocalypse
+1 510-852-9873
[email us here](#)
Visit us on social media:
[Facebook](#)
[Instagram](#)
[TikTok](#)



HERE COMES THE
APOCALYPSE

Here Comes the Apocalypse Logo

This press release can be viewed online at: <https://www.einpresswire.com/article/788137658>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.