

Press Release

<Month, Day Year>

Contact: <Contact Name>, <Phone>

<ORGANIZATION> Is a Force of Nature and You Can be Too

<CITY, STATE> –<ORGANIZATION> is proud to be promoting National Severe Weather Preparedness Week March 3-9, 2013. During this week we are asking our employees and members of the community to *Be a Force of Nature* and better prepare for severe weather threats in our area.

As a committed leader for weather-readiness, <ORGANIZATION> will host <INSERT EVENT INFORMATION HERE> or <will be highlighting ways individuals can *Be a Force of Nature* by knowing the risk, taking action and serving as an example>.

Sponsored by the Federal Emergency Management Agency (FEMA) and the National Oceanic Atmospheric Administration (NOAA), National Severe Weather Preparedness Week is a nationwide effort to increase awareness of severe weather and to motivate individuals, families, businesses, and communities to take actions that will prepare them in the event of severe weather.

Each year, individuals are killed or seriously injured by tornadoes and other types of severe weather, despite advance warning. In 2012, there were more than 450 weather-related fatalities and nearly 2,600 injuries. Severe weather knows no boundaries and affects every individual.

<INSERT QUOTE FROM YOUR ORGANIZATION HERE or>

“We are committed to ensuring the safety of our community and you play an important role. By taking a few steps now you can be better prepared and assist in saving lives.”

<INSERT EVENT DETAILS HERE>

Know Your Risk: The first step to becoming weather-ready is to understand the type of hazardous weather that can affect where you live and work, and how the weather could impact

you and your family. Every state in the United States has experienced tornadoes and severe weather, so everyone is exposed to some degree of risk. [Personalize risk for specific area]. Check the weather forecast regularly and visit ready.gov/severe-weather to learn more about how to be better prepared and how you can protect your family during emergencies.

Pledge and Take Action: Be Force of Nature by taking the *Pledge to Prepare* at ready.gov/severe-weather. When you pledge to prepare, you will take the first step to making sure that you and your family are prepared for severe weather. This includes filling out your [family communications plan](#) that you can email to yourself, putting an [emergency kit](#) together, keeping important papers and valuables in a safe place, and [getting involved](#).

Obtain a [NOAA Weather Radio](#), and check to see if your cell phone is equipped to receive [Wireless Emergency Alerts](#) and sign up for localized alerts from emergency management officials. Stay informed by having multiple sources for weather alerts - [NOAA Weather Radio](#), [Weather.gov](#), and [Wireless Emergency Alerts](#). Subscribe to receive alerts at <http://www.weather.gov/subscribe>.

Be an Example: Once you have taken action share your story with your family and friends. Create a YouTube video, post your story on Facebook, [comment on a blog](#), or send a tweet. [Studies](#) show that many people use social media in the event of a disaster to let relatives and friends know they are safe. This is an important trend because people are most likely to take preparedness steps if they observe the preparations taken by others. Social media provides the perfect platform to demonstrate preparedness actions for others.

More information and ideas on how you can *Be a Force of Nature* can be found at <[ORGANIZATION WEBSITE](#) or Ready.gov/severe-weather>. Information on the different types of severe weather such as tornadoes, severe thunderstorms and flooding is available at www.weather.gov and ready.gov/severe-weather or the Spanish-language web site www.listo.gov.