

THE WHITE HOUSE  
WASHINGTON

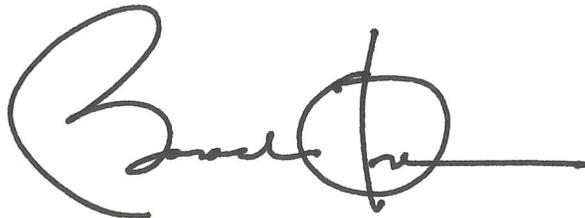
February 28, 2014

Severe weather such as hurricanes, droughts, tornadoes, snowstorms, and flooding threatens communities in every region of our country. These dangerous weather events can take lives, destroy neighborhoods, and leave families to rebuild. Time and again, in the face of natural disasters, the American people respond with extraordinary courage and compassion, determination and strength. During National Severe Weather Preparedness Week, we pay tribute to those recovering from storms and honor the resilience of our Nation's people by taking action to protect our homes, businesses, and communities from severe weather.

When the devastating tornadoes and severe weather struck Oklahoma last year, new means of communication—coupled with prepared citizens—helped save lives. My Administration is committed to increasing the effectiveness of severe weather warnings, and we are working to deliver alerts through new technologies to ensure people get the lifesaving information they need.

National Severe Weather Preparedness Week challenges us to “Be a Force of Nature.” This week and throughout the year, I encourage all Americans to learn the types of hazardous weather that can affect your homes, schools, businesses, and places of worship. Before serious weather strikes, make sure you and your family have multiple ways of receiving important emergency alerts, such as through social media, phones, weather radios, and other devices. Create emergency plans, practice them regularly, and help others to do the same. Assemble an emergency supply kit that includes non-perishable food, water, a flashlight, first aid kit, and other essential items. Set a positive example for weather preparedness in your community, and share your story with others.

We all have a role to play in preparing ourselves and one another for dangerous weather. To get the latest forecast information, visit [www.Weather.gov](http://www.Weather.gov), and to learn more about how to reduce risks before, during, and after the storm, visit [www.Ready.gov](http://www.Ready.gov) and [www.Listo.gov](http://www.Listo.gov).

A handwritten signature in black ink, appearing to be "Barack Obama", with a large, stylized initial "B" and a horizontal line extending to the right.