



Press Release

<Month, Day Year>

Contact: <Contact Name>, <Phone>

<ORGANIZATION> IS A FORCE OF NATURE 2012 NATIONAL HURRICANE PREPAREDNESS WEEK, PLEDGE TO PREPARE

<CITY, STATE> – History teaches that hurricane awareness and preparation are common threads that can reduce the impact of hurricane disasters. Families, individuals, and businesses who know their vulnerability and what actions to take can reduce the effects of a hurricane disaster by taking action to prepare.

In support of this call to prepare, the Federal Emergency Management Agency (FEMA) and the National Oceanic Atmospheric Administration (NOAA) have partnered again to promote 2012 [National Hurricane Preparedness Week](#), and are calling upon Americans in areas of the country vulnerable to hurricanes and severe weather to *Be a Force of Nature*.

<ORGANIZATION> is proud to join and promote the 2012 [National Hurricane Preparedness Week](#) and to *Be a Force of Nature* to help spread the word and make its employees and members of the community better prepared. <ORGANIZATION> is <INSERT EVENT INFORMATION HERE> or <committed to being a leader for weather-readiness by knowing the risk, taking action and being an example>.

Recent [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 model preparedness actions for others. For this reason we are asking you to pledge and take the following steps:

Know your risk: The first step to *Be a Force of Nature* is to understand how hurricanes can affect where you live and work, and how the weather could impact you and your family. When you understand your risk, you are more apt to know how to prepare. Check the weather forecast regularly and sign up for local alerts from emergency management officials and obtain a NOAA Weather Radio.

Take action: [Pledge](#) to develop an [emergency plan](#) based on your local hurricane, severe storms and flooding hazards and practice how and where you will evacuate if instructed by your emergency management officials. Post your plan in your home where visitors can see it. Learn how to strengthen your home and business against hurricanes. Download FEMA's mobile app

so you can access important safety tips on what to do before, during and after a hurricane. Understand the [National Hurricane Center warning and alerts](#).

Be an Example: Once you have taken action and pledged, 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. Post the [Be a Force of Nature widget](#) on your social media profiles.

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