

Press Release Template

<Month, Day Year>

Contact: <Contact Name>, <Phone>

<INSERT ORGANIZATION>

2013 NATIONAL HURRICANE PREPAREDNESS WEEK, PLEDGE TO PREPARE

<CITY, STATE> – Hurricane awareness and preparation can reduce the impact of hurricane disasters. Families, individuals, and businesses who know their vulnerability and the actions to take to prepare reduce the effects of a hurricane disaster and saves lives.

In support of the President’s call to prepare, the Federal Emergency Management Agency (FEMA) and the National Oceanic Atmospheric Administration (NOAA) have partnered again to promote National Hurricane Preparedness Week, and are calling upon Americans to *Pledge* to prepare this hurricane season. These actions can save lives and protect property anywhere - at home, in schools, in your neighborhood, and in the workplace. National Hurricane Preparedness Week begins on May 26 and extends through June 1, highlighting the importance of planning ahead to protect our families and secure our communities and homes in advance of the upcoming hurricane season.

<INSERT ORGANIZATION> is proud to join and promote the 2013 [National Hurricane Preparedness Week](#) to spread the word and encourage employees and members of the community to be prepared. <INSERT 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: Understand how hurricanes can affect where you live, work, go to school and play and how the weather could impact you, your family and your community. When you understand your risk, you are more likely 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](#) and practice how and where you will evacuate if instructed by your emergency management officials. Pledging also provides information on how to strengthen your home and business against hurricanes. You can also 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 pledged and taken action, be an example by talking to your family, friends, colleagues, and neighbors on what you have done to prepare and to inspire others.

More information can be found at <INSERT 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.