



Partners in Prevention

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Cummins Joins Lineup as FLASH Seeks New Partners for 2018 National Hurricane Resilience Initiative

As communities continue recovery from the 2017 record-breaking disasters, FLASH is expanding the National Hurricane Resilience Initiative - [#HurricaneStrong](#) education program to ensure delivery of critical life safety and protection information. Cummins Power Generation is joining the team as a Corporate Sponsor to add power generator safety and new product information to the outreach plan for 2018.

In 2017, [#HurricaneStrong](#) garnered White House recognition, national television programming and Public Service Announcements on *The Weather Channel*. Additionally, campaign messages reached millions through traditional news coverage, social media channels, and signature events like *National Hurricane Preparedness Week* and the NOAA Hurricane Awareness Tour.

The 2018 [#HurricaneStrong](#) campaign will be the largest since its inception in 2016. Sponsorship will align your organization with the leaders in the hurricane safety movement and demonstrate your commitment to individual safety and community resilience.

“Recent hurricanes demonstrate the urgent need to continue and strengthen our pre-disaster education efforts, so we are seeking sponsors to help grow this proven program,” said FLASH President and CEO Leslie Chapman-Henderson. “Our 2018 effort will provide essential information to all in hurricane-exposed communities and provide sponsors a disaster safety partnership that is highly visible to consumers, leaders, and the scientific community.”

FLASH created [#HurricaneStrong](#) two years ago through public-private partnerships with FEMA, NOAA, *The Weather Channel*, and sponsors to empower the public with life safety and home protection before disasters strike.

For more information on how to sponsor the 2018 campaign visit [HurricaneStrong.org](#), email info@flash.org, or call (877) 221-SAFE (7233). For information on building disaster-resistant structures download FEMA’s Building Science [Hurricane Activities & Resources](#).