



#HurricaneStrong Takes Flight During Annual Tour

Beginning on May 7, FLASH and [#HurricaneStrong](#) National Sponsors Cummins Generators and Legacy Partners State Farm, and USAA joined the [NOAA Hurricane Awareness Tour](#) (HAT) to deliver safety and home protection information to more than 6,500 attendees along the Gulf Coast in McAllen, Beaumont, Baton Rouge, Montgomery, and Lakeland.

Each day brought partners and team members together with governors, mayors, officials, and leaders, including FEMA Administrator Brock Long, NHC Director Ken Graham, and National Weather Service (NWS) Southern Region Director Steven Cooper, for the five-day, whistle-stop event.

Throughout the week, the team interacted with news media representatives like FLASH Leadership Partner Dr. Rick Knabb of *The Weather Channel* to share [#HurricaneStrong](#) messages on safety/shelter, supplies, insurance, strong homes, and community service. The general public, including schoolchildren, toured NOAA Aircraft Operations Command G-IV and USAF 53rd Weather Reconnaissance Squadron WC-130J Hurricane Hunter aircraft, met the pilots and flight crew, and learned from the forecasters and NWS meteorologists.

“The HAT is the signature event of the National Hurricane Resilience Initiative- [#HurricaneStrong](#) as well as the presidentially-declared [National Hurricane Preparedness Week](#),” said President and CEO Leslie Chapman-Henderson. “Our success is a direct result of powerful collaboration with our Legacy Partners FEMA, NOAA, our sponsors, and commitment from our National Media Partner - *The Weather Channel*.”

Since 2016, the [#HurricaneStrong](#) hashtag was used in more than 40,000 tweets that generated more than 500 million impressions. This year, news stories highlighted [State Farm agent Ruben Solis](#) while [The Weather Channel](#) featured [Mike Rimoldi](#).

In addition to in-person attendees, more than 10,000 schoolchildren from across the U.S. participated online through a webinar featured on [The Weather Channel](#).

Visit huricanestrong.org for more information and to get involved for 2019.