



Partners in Prevention

Volume 19, Issue 6, June 2017

NOAA Hurricane Awareness Tour Takes **#HurricaneStrong** to New Heights

As part of [National Hurricane Preparedness Week](#) May 7-12, Legacy Partners BASF Corporation, Simpson Strong-Tie Co., State Farm Insurance Companies, and USAA joined FEMA, NOAA, and the United States Air Force (USAF) for the annual *Hurricane Awareness Tour* (HAT) to promote awareness of the best ways to protect families and communities during hurricane season.

FLASH President and CEO Leslie Chapman-Henderson and SVP Mike Rimoldi joined the Hurricane Hunters on the USAF Reserve WC-130J plane making stops in Newfoundland, Canada; Long Island, NY; Washington, DC; Raleigh, NC; Orlando and Opa - Locka, FL. The HAT and **#HurricaneStrong** earned more than 178 million Twitter impressions, garnered more than 750 wire and news stories reaching an estimated audience of 37 million, and set a record for attendance of more than 13,000.

"We want everyone to understand the connection between the data collected by the brave men and women on these aircraft and the safety of those in the path of hurricanes," said former National Hurricane Center Director Dr. Rick Knabb. He added, "We talk in terms of **#HurricaneStrong** because the things you need to do to get ready and survive the next hurricane are more difficult, more expensive, and may be out of reach if you wait until the last minute."

Along with the media, public and schoolchildren, United States Secretary of Commerce Wilbur Ross, North Carolina Governor Roy Cooper, Florida DEM Director Bryan Koon, and countless other officials toured the aircraft, met the Hurricane Hunters and lent their support to [#HurricaneStrong](#).

More than 5,000 schoolchildren received educational materials onsite during the tour while more than 10,000 participated online during a webinar broadcast from Raleigh. The webinar activities included a feature on [huricanestrong.org](#) that allows participants to track a [mock hurricane](#).

"Thanks to our campaign presenting partners from FEMA and NOAA; our national media partners at *The Weather Channel*; and generous sponsorships from our FLASH Legacy Partners, including State Farm Insurance Companies, the second year of **#HurricaneStrong** was even bigger than our first," said Chapman-Henderson. "Together, we have realized our goal to create a successful *National Hurricane Resilience Initiative*."

Learn more about the *Hurricane Awareness Tour* by [clicking here](#) and visit the [FLASH Flickr](#) page to see the photo highlights.