

Partnership Programs Shine Spotlight on Resilience

News organizations featured FLASH Partnership programs in the lead-up to the beginning of hurricane season on June 1. Coverage included a live interview on *The Weather Channel's* [Weather Underground](#) about the designation of Miami-Dade County as a new *#HurricaneStrong* Community. Miami-Dade is the second designated community and shares the honorary distinction with Leon County.

The Weather Channel's [We Love Weather](#) aired mitigation information multiple times featuring FLASH SVP Mike Rimoldi who offered tips during the NOAA Hurricane Awareness Tour (HAT). *#HurricaneStrong* National Sponsors Cummins Generators and Legacy Partners State Farm, and USAA joined FLASH during the HAT to deliver safety and home protection information.

As Subtropical Storm Alberto took aim at the Gulf Coast, [local papers](#) and television stations featured proven flood mitigation and safety tips from FLASH with detailed instructions on how to properly fill and maintain sandbags.

National outlets, including Kiplinger and [MSN Money](#), local outlets [WPLG](#), [WFLA](#), [Herald Tribune](#), and more turned to FLASH for life-safety, preparation, and mitigation content throughout the month. The widely-distributed Kiplinger article entitled, [How to Protect Your Home from Hurricanes](#), stated “Even if you aren’t replacing the roof, you can do a lot from the inside. Roof straps, metal connectors or retrofit clips are among the options that can provide extraordinary uplift protection,” says Leslie Chapman-Henderson, President and CEO of the Federal Alliance for Safe Homes.

The articles, broadcast news stories, and features generated an estimated two million views and more than 800 shares on Facebook and Twitter.