



## Partners in Prevention

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### **#HurricaneStrong Merchandise & New Sponsorship Opportunities Available**

New [#HurricaneStrong products](#) are now available to help generate financial support and sponsorships. Merchandise includes baseball caps, tote bags, key chains, water bottles, mugs, t-shirts, sweatshirts, dog shirts, and more.

Last year, the #HurricaneStrong campaign encouraged millions to take action and will spread even further this year through your support of #HurricaneStrong products and online sponsorships.

“We have shown that we can be a powerful force for safety before, during, and after a hurricane strikes by coming together and combining our efforts to promote life safety and property protection,” said FLASH President and CEO Leslie Chapman-Henderson.

Last year’s campaign reached more than 120 million people through traditional news media and earned more than 22 million unique views on social media outlets. Each week, enthusiasm swelled with participants tagging #HurricaneStrong and posting photos of the signature “pose” on Facebook and Twitter.

The campaign’s call to arms demonstrates support for hurricane resilience and acknowledges Five Key Steps of Hurricane Preparedness:

1. Personal Safety—Know your evacuation zone
2. Family Preparedness—Build a disaster supply kit
3. Financial Security—Have an insurance check up
4. Damage Prevention—Strengthen your home
5. Community Service—Help your neighbor

For a complete listing of merchandise visit the [#HurricaneStrong store](#). To join this year’s #HurricaneStrong sponsor lineup, visit [HurricaneStrong.org](http://HurricaneStrong.org) or email [info@flash.org](mailto:info@flash.org).