



## Partners in Prevention

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### #HurricaneStrong Gears Up for 2017

The FLASH [#HurricaneStrong](#) campaign designed, to increase public safety and reduce economic losses from hurricanes, spurred millions to take action in 2016. It will reach for new heights in 2017 with the support of [#HurricaneStrong Sponsorships](#).

[#HurricaneStrong](#) motivates individuals and families to undertake hurricane preparedness. Signature national efforts included the White House observance of *National Hurricane Preparedness Week*, the NOAA/National Hurricane Center Hurricane Awareness Tour (HAT), and FEMA's *National Preparedness Month*. Public outreach campaigns, dozens of special events and home improvement workshops in local communities reinforced the successful national campaign.

[#HurricaneStrong](#) engages audiences at all levels with a message of empowerment. The campaign's call to arms demonstrates support for hurricane resilience and acknowledges the 5 Key Steps of Hurricane Preparedness:

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

As the 2017 campaign kicks off, FLASH invites you to stand strong with us as a campaign sponsor. Joining forces with leaders of the hurricane safety movement, sponsors participate in one of the following categories: a) Corporate, b) Small Business or Nonprofit Organizations, c) Individuals, and d) Government.

"Standing together, we can be that rock of safety others need before, during and after a hurricane strikes," said FLASH President and CEO Leslie Chapman-Henderson.

The [2016 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.

To join this year's [#HurricaneStrong Sponsorship Lineup](#), please visit [hurricanestrong.org](http://hurricanestrong.org) or email [info@flash.org](mailto:info@flash.org). Sponsors enjoy special recognition on the [#HurricaneStrong](#) website and are licensed to use the campaign web badge while knowing they are making a significant contribution to public safety.