



Partners in Prevention

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#HurricaneStrong Sponsorship Now Accessible Online

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

As the 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: Corporate, Small Business & Nonprofit Organizations, Individuals, and Government.

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

The campaign's call to arms demonstrates support for hurricane resilience and acknowledges the five Key Steps of Hurricane Preparedness:

1. Personal Safety

Know your evacuation zone.

2. Financial Security

Have an insurance checkup.

3. Family Preparedness

Build a disaster supply kit.

4. Damage Prevention

Strengthen your home.

5. Community Service

Help your neighbor.

"Standing together, we can be that rock of safety others need before, during, and after a hurricane strikes," said 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 sponsor lineup, please visit hurricanestrong.org or email info@flash.org. Sponsors enjoy special recognition on the #HurricaneStrong website and are licensed to use the campaign logo while knowing they are making a significant contribution to public safety.