



STATE OF FLORIDA
DIVISION OF EMERGENCY MANAGEMENT

RICK SCOTT
Governor

BRYAN W. KOON
Director



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CONTACT: PUBLIC INFORMATION
(850) 413-9969
www.FloridaDisaster.org

**FLORIDA EMERGENCY MANAGEMENT OFFICIALS REMIND STUDENTS THAT
DEADLINE FOR 2012 SEVERE WEATHER AWARENESS WEEK POSTER AND VIDEO
CONTESTS IS MONDAY, JANUARY 9, 2012**

TALLAHASSEE—The Florida Division of Emergency Management and the American Red Cross are reminding Florida students that the deadline to submit entries for the annual Severe Weather Awareness Week poster and public service announcement video contest is Monday, January 9, 2012.

Annual Poster Contest

Fourth and fifth graders in all of Florida's 67 school districts as well as students who attend private schools or are home-schooled are invited to participate in the statewide poster contest. The poster should relate to the theme 'Florida Severe Weather' and illustrate an example of natural hazards that affect Florida.

All poster entries must arrive at the American Red Cross in Tallahassee no later than **MONDAY, JANUARY 9, 2012**. Winners will be notified by phone. The winners' artwork is scheduled to be displayed in the State Emergency Operations Center during the first full week of February 2012. Prizes will include tickets to Walt Disney World, weather radios and many other exciting things to be announced soon. For complete contest rules go to www.FloridaDisaster.org/SWAW.

Annual Video PSA Contest

Florida middle and high school students in grades 6-8 and 9-12, including students who attend private schools or are home-schooled are invited to produce a 30-second public service announcement (PSA) incorporating a safety or preparedness message about one of the following topics: *Boating Safety, Extreme Temperatures, or Rip Currents*.

Final digital videos must be mastered as a DVD for submission to the Division. All PSA entries must be received at the Florida Division of Emergency Management in Tallahassee no later than **MONDAY, JANUARY 9, 2012**. For complete contest rules and topic information, go to www.FloridaDisaster.org/SWAW.

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There will be one individual or group (limit four people per group) winner chosen for both middle school and high school-level videos. The winning video(s) will be professionally re-produced for broadcast use by the Division of Emergency Management in their statewide public awareness campaign. A production team will come to the winner(s) hometown and will spend a full day shooting the winning PSA, with the winner(s) acting as the project director. Additional prizes will include tickets for the winner and their family to Walt Disney World, weather radios and many other exciting things to be announced soon.

Winners will be announced to the public on Saturday, January 28, 2012, at a kick-off event for Severe Weather Awareness Week in Central Florida. Winners unable to attend this event will be mailed their additional prizes.

These contests are part of an annual public awareness campaign that also includes the statewide *Tornado Drill* to be conducted by the National Weather Service Offices in Florida at 10:10 a.m. Eastern Time (9:10 a.m. Central Time), on Wednesday, February 1, 2012.

For more information on Florida's 2012 Severe Weather Awareness Week go to www.FloridaDisaster.org/SWAW. For more information on the Florida Division of Emergency Management and to GET A PLAN!, please visit: www.FloridaDisaster.org. Follow us on Twitter at www.Twitter.com/FLSERT and on Facebook at www.Facebook.com/FloridaSERT.

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