FOR IMMEDIATE RELEASE: Monday, February 11, 2013
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www.FloridaDisaster.org

FDEM’S 2013 SEVERE WEATHER AWARENESS WEEK TOUR BEGINS TODAY
~Seven poster contest winners to be recognized in five day tour~

TALLAHASSEE – Governor Rick Scott proclaimed February 11-15 as 2013 Severe Weather Awareness Week in Florida. The Florida Division of Emergency Management (FDEM) will celebrate 2013 Severe Weather Awareness Week with a five-day, seven city tour to recognize each of the seven poster contest winners and raise awareness about emergency preparedness in Florida. The goal of the 2013 Severe Weather Awareness Week campaign is to promote preparedness for all types of hazards to Florida’s citizens and communities.

“We are excited to bring Severe Weather Awareness Week to each region of the state as we work towards building a culture of preparedness in Florida through our students,” said FDEM Director Bryan W. Koon. “As we visit each school, we hope to reach beyond their doors and into the communities to ensure all of Florida’s families and businesses are prepared for severe weather that can impact Florida any time of year.”

Games, prizes and special guests will highlight the importance of severe weather awareness in Florida as students learn how to recognize and be prepared for potential disasters that may impact them and their families. FDEM kicked off Severe Weather Awareness Week last week at the Florida State Fair in Tampa with Professor Nibmus Tinkermesiter of Kids Get a Plan and FDEM staff to spread the word about disaster preparedness and this week’s events.

The 2013 Severe Weather Awareness Week events will take place:

**Monday, February 11, 2013**

**Region One Severe Weather Awareness Week Celebration**

1:30 pm CST
Ponce De Leon Elementary School
1473 Ammons Road
Ponce de Leon, Florida 32455

**Tuesday, February 12, 2013**

**Region Two Severe Weather Awareness Week Celebration**

8:30 am ET
Canopy Oaks Elementary School
3250 Point View Drive
Tallahassee, Florida 32303
Region Three Severe Weather Awareness Week Celebration*
1:30 pm ET
St. Mark’s Episcopal Day School
4114 Oxford Avenue
Jacksonville, Florida 32210

Wednesday, February 13, 2013

Region Five Severe Weather Awareness Week Celebration*
8:30 am ET
South Daytona Elementary School
600 Elizabeth Place
South Daytona, Florida 32119

Region Four Severe Weather Awareness Week Celebration*
2:00 pm ET
Ridgeview Global Studies
1000 Dunson Road
Davenport, Florida 33896

Thursday, February 14, 2013

Region Seven Severe Weather Awareness Week Celebration
12:00 pm ET
Southside Elementary School
45 SW 13th Street
Miami, Florida 33130

Friday, February 15, 2013

Region Six Severe Weather Awareness Week Celebration
9:00 am ET
Gulf Elementary School
3405 Agualinda Blvd
Cape Coral, Florida 33914

*Special guest – Professor Nimbus Tinkermeister of Kids Get a Plan.

The 2013 Severe Weather Awareness Week also includes a video PSA contest for middle and high school students and FDEM is encouraging the public to play a role in this year’s 2013 Severe Weather Awareness Week Video PSA contest. For the month of February, Floridians will have a chance to vote on their favorite video PSA from among the finalists listed. To vote, visit the Kids Get A Plan Facebook page, www.facebook.com/KidsGetAPlan. The six finalist videos are available under the “video” section. Floridians can vote for their favorite by “liking” the video on the page. Each of the finalists will receive a prize and winning submissions from each category will be professionally reproduced and incorporated into FDEM’s 2013 media campaign. Winning video PSAs will be announced during National Severe Weather Awareness Week, March 4–8, 2013.
FDEM would like to thank their 2013 Severe Weather Awareness Week partners for their continued support: AT&T, Florida Association of Broadcasters, Florida Power and Light, Florida Gators IMG Sports Network, Florida State Seminoles IMG Sports Network, American Red Cross, Florida Department of Education, National Weather Service and VolunteerFlorida.

View the 2013 Severe Weather Awareness Guide. To learn more about Severe Weather Awareness Week in Florida, visit www.FloridaDisaster.org/SWAW. To Get A Plan!, visit www.FloridaDisaster.org, and follow FDEM on Twitter at @FLSERT, on Facebook at www.Facebook.com/FloridaSERT and on Google+ at FLSERT.

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