



STATE OF FLORIDA

# DIVISION OF EMERGENCY MANAGEMENT

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Director



January 30-February 3, 2012



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## FLORIDA DIVISION OF EMERGENCY MANAGEMENT AND THE AMERICAN RED CROSS ANNOUNCE POSTER AND VIDEO CONTESTS FOR THE 2012 SEVERE WEATHER AWARENESS WEEK CAMPAIGN

**TALLAHASSEE**—The Florida Division of Emergency Management and the American Red Cross today announced they will team up once again to sponsor Florida Severe Weather Awareness Week from January 30 – February 3, 2012. The annual public awareness campaign includes a poster and video public service announcement contest.

"Florida Severe Weather Awareness Week highlights the natural hazards that may affect the Sunshine state, and it is an important opportunity to educate our residents and visitors on how to stay safe," said Director Bryan W. Koon of the Florida Division of Emergency Management. "We deeply appreciate this enduring partnership with the American Red Cross and their undeniable commitment to ensuring Floridians are prepared for any disaster, regardless of the cause."

Each day of the Week focuses on a different weather event that may affect Florida:

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|------------------------|------------------------------------|
| Monday, January 30:    | Lightning                          |
| Tuesday, January 31:   | Marine Hazards and Rip Currents    |
| Wednesday, February 1: | Tornadoes and Thunderstorms        |
| Thursday, February 2:  | Hurricanes and Flooding            |
| Friday, February 3:    | Temperature Extremes and Wildfires |

"We are delighted to have a continuing partnership with the Division of Emergency Management on the annual poster contest," said Karen Hagan, Florida Disaster Officer for the American Red Cross. "It's an inspiring outreach effort that is especially rewarding when we receive the student's entries. It really does get our youth engaged in disaster preparedness in a way that is helping to build a culture of preparedness in Florida."

### **Annual Poster Contest**

Fourth and fifth graders in all of Florida's 67 school districts, as well as students who attend private

**(MORE)**

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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 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](http://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 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](http://www.FloridaDisaster.org/SWAW).

There will be one individual or group (limit four people per group) winner chosen for both middle school and high school videos. The winning videos will be professionally re-produced for broadcast use by the Division of Emergency Management for the statewide public awareness campaign. A production team will come to the winners' hometown and will spend a full day shooting the winning PSA, with the winners acting as project directors. Additional prizes will include tickets 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 contest, go to [www.FloridaDisaster.org/SWAW](http://www.FloridaDisaster.org/SWAW). For more information on the Florida Division of Emergency Management and to GET A PLAN!, please visit: [www.FloridaDisaster.org](http://www.FloridaDisaster.org). Follow us on Facebook at [www.Facebook.com/FloridaSERT](http://www.Facebook.com/FloridaSERT) and on Twitter at [www.Twitter.com/FLSERT](http://www.Twitter.com/FLSERT).

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