



**FEMA**



Dear Editors, Reporters, and News Directors,

With the conclusion of the most active Atlantic hurricane season on record and with winter upon us, now is excellent time to inform your audience about the steps they can take to prepare for the #1 natural disaster in the United States – flooding.

Many people link flooding exclusively to warm weather events such as tropical storms. However, flooding is also commonplace with winter storms and snow melt. Each year floods devastate the lives of millions of Americans. For the last decade, flood losses in the United States have averaged \$867 million a year – and that number only reflects payments to the insured. Some 4.7 million policyholders in the United States have coverage from the Federal Emergency Management Agency’s (FEMA) National Flood Insurance Program (NFIP) – however, many more are unaware of their risks and their options. Homeowners, business owners and renters need to know the basics about flood insurance to make informed decisions about protecting their property.

### **FloodSmart: Cover It**

You can provide an important service by informing your audience about their flood risk – and their options. FloodSmart, an NFIP marketing campaign, educates consumers about their flood risk and protection options. The NFIP is working to dispel common misconceptions about flood insurance. For instance, many people don’t know that they can get flood insurance – regardless of whether they live inside or outside a high-risk flood area. They can get flood insurance if they are a homeowner, renter, or business owner and even if their property has been flooded before. In short, what your audience doesn’t know about flood insurance can hurt them – financially.

### **News Flash: New Press Room**

Since its launch last year, the NFIP’s online resource – FloodSmart.gov – has become a valuable tool for consumers who want to learn about their properties’ flood risk and how to protect it.

FloodSmart has also launched a Press Room to provide the media with the resources needed to communicate with the public about flood insurance. Visit [www.FloodSmart.gov/pressroom](http://www.FloodSmart.gov/pressroom) to find background information and facts about flood risks, protection and insurance options.

For media interviews, or more information about FEMA’s National Flood Insurance Program, contact Butch Kinerney in the public affairs office at 202-646-4600. **Consumers can find more information at 1-800-427-2419 or by visiting [www.FloodSmart.gov](http://www.FloodSmart.gov).**