



Press Release

<Month, Day Year>

Contact: <Contact Name>, <Phone>

<ORGANIZATION> Is a Force of Nature and You Can be, Too

<CITY, STATE> – This time of year is a perfect occasion to *Be a Force of Nature* against one of the top three storm-related killers in the United States – lightning. <ORGANIZATION> is proud to be promoting Lightning Safety Awareness Week. To help spread the word and make its employees and members of the community better prepared, <ORGANIZATION> is <INSERT EVENT INFORMATION HERE> or <committed to being a leader for weather-readiness by knowing the risk, taking action and being an example>. Sponsored by NOAA’s National Weather Service and its partners, Lightning Safety Awareness Week is a nationwide effort to encourage individuals, families businesses and communities to know their risk, take action, and be an example when it comes to lightning safety.

Since the campaign began, the average number of lightning deaths in the U.S. has decreased from 73 to 54. That’s great progress, but lightning continues to be one of the top three storm-related killers in the United States. In addition, lightning injures many more people than it kills and leaves some victims with life-long health problems. Because of this threat we are committed to ensuring the safety of our <ORGANIZATION> and we’re calling on you to Be a Force of Nature. Knowing your risk, taking action and being an example are just a few steps you can take to be better prepared and assist in saving lives.

<INSERT QUOTE FROM YOUR ORGANIZATION HERE IF PLANNING EVENT>

<INSERT EVENT DETAILS HERE>

[Studies](#) show that many people use social media in the event of a disaster to let relatives and friends know they are safe. This is an important trend because people are most likely to take preparedness steps if they observe the preparations taken by others. Social media provides is a good way to model preparedness actions for others. For this reason we are asking you to pledge and take the following steps:

Know Your Risk: The best way to protect yourself from lightning is to avoid the threat. You simply don’t want to be caught outside in a storm. Check the weather forecast regularly, sign up for local alerts from emergency management officials, and get a NOAA Weather Radio.

Take Action: When thunder roars, go indoors! Have a lightning safety plan, and cancel or postpone activities early if thunderstorms are expected. Get to a safe place before the weather

becomes threatening. Substantial buildings and hard-topped vehicles are safe options. Rain shelters, small sheds, and open vehicles are NOT safe. Stay indoors for 30 minutes after the last thunder clap. Once indoors, do not use corded phones and keep away from plumbing and electrical equipment such as computers and kitchen appliances.

Be an Example: Building a Weather-Ready Nation requires the action of each and every one of us. Once you have taken action, tell your family, friends, school staff and co-workers about how they can avoid the danger of lightning.

More information and ideas on how you can Be a Force of Nature can be found at [<ORGANIZATION WEBSITE>](#). Learn more at [NOAA's Lightning Safety site](#) and [Weather-Ready Nation](#) and encourage the rest of your community to Be a Force of Nature.