



NEWS ADVISORY

May 27, 2009

For more information:

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Mason-Dixon Poll Shows Residents of Hurricane-Vulnerable States Unprepared for Hurricane Season

MIAMI – The 2009 hurricane season begins June 1. Despite experiencing five major hurricanes in 2008, all Category 3 or stronger, a startling new national poll will show a majority of residents in coastal areas continue to feel invulnerable to the dangers of storms and are not adequately prepared for the coming season.

The poll results will be released at a nationally focused news conference at the International Hurricane Research Center at Florida International University in Miami, Florida, on Thursday, May 28, as part of the nationwide launch of the **National Hurricane Survival Initiative**, an annual educational campaign to promote vital hurricane awareness and preparedness.

The National Hurricane Survival Initiative is a public education and safety outreach partnership that includes the National Hurricane Center, the National Emergency Management Association, The Salvation Army and the International Hurricane Research Center at Florida International University. Corporate partners include Travelers and Plylox.

The National Hurricane Survival Initiative is anchored by a 30-minute television program, “**Get Ready, America!**” which will be broadcast throughout hurricane season on more than 55 television stations, with secondary broadcasts on cable and government access channels from Texas to Maine, for the next six months.

10 a.m., Thursday, May 28, 2009

The International Hurricane Research Center

Florida International University

11200 SW 8th Street

University Park, MARC Pavilion, Second Floor

Miami, Florida 33199

****Media Tour 11:00 AM of the “Wall of Wind”****

Guest Speakers:

- Florida Lt. Gov. Jeff Kottkamp
- Dr. Jack Beven, Senior Hurricane Forecaster, NHC
- Patrick Irons, Director for Business Development, IHRC
- Ray Stone, Vice President of Catastrophe Operations, Travelers
- The Salvation Army, Representative
- Ron Sachs, Executive Producer, NHSI