

For Immediate Release
Thursday, May 29, 2014

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MEDIA ADVISORY

Experts: Small Mistakes Dramatically Increase Americans' Risk of Hurricane Disaster

Experts to Release Top 10 Mistakes Made By Homeowners in Hurricane-Prone Areas

TALLAHASSEE, Fla. – With hurricane season beginning June 1, storm experts are warning that small mistakes in preparing for or responding to a hurricane can have profound, and even deadly, consequences. On Thursday, these experts will detail the top 10 mistakes that Americans make that drastically increase their chances of suffering devastating hurricane losses. As part of the [Get Ready, America! The National Hurricane Survival Initiative](#), the experts will discuss the troubling decisions that Americans make every year that put lives and property in danger. They'll also recommend simple but important steps that Americans should take to protect their homes and their loved ones.

A downloadable media kit will be available immediately following the call on HurricaneSafety.org.

WHAT: Teleconference Call Regarding Safety During Hurricane Season

WHO:

- Ron Sachs, Executive Producer of Get Ready, America! The National Hurricane Survival Initiative
- Bryan Koon, Vice President of the National Emergency Management Association and Director of the Florida Division of Emergency Management
- Erik Salna, Associate Director and Project Meteorologist of the International Hurricane Research Center
- Kevin Smith, Emergency Disaster Services Director for The Salvation Army

WHEN: Thursday, May 29, 2014
3:00 – 3:30 p.m. EDT

CALL-IN INFO: (800) 791-2345 Participant Code: **70818**

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