



# News Release

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**FOR IMMEDIATE RELEASE**

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## **The Federal Alliance for Safe Homes, Inc. – FLASH® Encourages Families to Share Their *Turn Around...Don't Drown*® Stories This Flood Safety Awareness Week**

(TALLAHASSEE, FL) -- The [Federal Alliance for Safe Homes, Inc. – FLASH®](http://www.flash.org) joins the [National Weather Service](http://www.weather.gov) (NWS) to raise awareness of flood safety as we enter a season of heightened flood risk across the country. Every year, floods cause more damage and fatalities in the US than any other natural disaster. Motorists driving through flood waters may find themselves in dangerous and possibly deadly situations. FLASH and the NWS remind families that if they encounter flood covered roads to-- [Turn Around...Don't Drown](http://www.turnarounddontdrown.org)® (TADD).

During Flood Safety Awareness Week FLASH wants families to tell their personal flood or TADD story. Families can visit the FLASH fan page on Facebook to share how they prepared for and survived a flood. Once there, they will have a chance to win a gift card from the Home Depot to help with flood season preparedness or to take the first steps to flood recovery.

“People underestimate the force and power of water as they attempt to cross a flooded area,” said Leslie C. Henderson, FLASH President/CEO. “As little as six inches of moving water could knock you off your feet or cause you to lose control of your car, and just two feet of water can cause a car--even a big SUV—to be swept off a road or bridge,” she said.

“We hope families will share their personal stories to help illustrate just how dangerous flood waters can be,” continued Henderson.

When cars are swept downstream into fast moving water, often the people inside them drown. Tragically emergency responders are often injured or killed as they attempt to rescue individuals trapped by flooding. But many of these deaths are preventable. Whether you are driving or walking, if you come to a flooded road, follow this simple rule: [Turn Around...Don't Drown](http://www.turnarounddontdrown.org). Don't take a chance and cross a flooded road or bridge because you can't determine the depth of the water or the condition of the road or bridge.

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As flood threats sweep across the country and expected are to continue as we approach the traditional spring flood season, families should start now to consider all of their options for keeping themselves and their property safe in the event of a flood. Families should consider the purchase of [flood insurance](#) and should take steps to [mitigate their property](#) to resist flood damage. Now is also a time to consider evacuation routes, emergency plans and kits should they need to leave their homes for a safer location. Families can visit [www.flash.org](http://www.flash.org) for tips and resources to help them stay safe in the face of a flood event.

The nonprofit Federal Alliance for Safe Homes, Inc. – FLASH® is a 501(c)3 collaboration of organizations dedicated to strengthening homes and safeguarding families from natural and manmade disaster. Based in Tallahassee, FLASH is the nation's fastest-growing disaster safety education organization with more than 100 partners including the Federal Emergency Management Agency, Florida Division of Emergency Management, The Home Depot, International Code Council, National Weather Service, Renaissance Reinsurance, Simpson Strong-Tie, State Farm, USAA and WeatherPredict Consulting, Inc. In 2008, FLASH opened the interactive weather experience; StormStruck: A Tale of Two Homes®. To learn more about FLASH and access their free consumer resources, visit [www.flash.org](http://www.flash.org) call (877) 221-SAFE (7233).

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