



GREAT HURRICANE
BLOWOUT.ORG



The Great
Weather Party



FLASH[®]

2011 Blowout

2011 GREAT HURRICANE BLOWOUT Timeline of Events



GREAT HURRICANE
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PRESENTED BY **FLASH**
STAYING AHEAD OF THE STORM

April 20



2011 Great Hurricane Blowout
Kickoff @ the National
Hurricane Conference

Kit Party Pledge Drive Opens

June 6-8



Nat'l Conference on
Volunteerism and
Service Kit Party in
New Orleans, LA

June 18



NATIONAL
KIT PARTY DAY

August 1



Dine in the Dark
Recipe Sweepstakes
Begins

November 30



END OF HURRICANE
SEASON

June 1



First Day of
Hurricane Season



Protect Your Home
in a FLASH Launch



Sweepstakes Launch



Weekly Facebook Gift
Card Giveaways



Kit Party at the National
Hurricane Center

June 11



Savannah Hurricane
Expow/ The Home
Depot

July 1



Lightning Protection
System Sweepstakes
Opens

August 15



PEAK HURRICANE
SEASON

PLATINUM SPONSORS

KOHLER.
Home Generators

 **State Farm**

Great Hurricane Blowout

- New Elements:
 - National Kit Party
 - National VOAD and HandsOn Network partnered with FLASH to launch the campaign element with a kit party
 - State Farm donated 2,500 kits
 - Protect Your Home in a FLASH
 - New instructional videos released that shows homeowners DIY projects that can be completed in One Hour, One Day or One Weekend.
 - Protect Your Home Base
 - Florida Chief Financial Officer Jeff Atwater and the Florida Marlins joined the Blowout to encourage Floridians to “protect their home base” at the Marlins/Ray game on May 21st.



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Great Hurricane Blowout

- Giveaways & Contest Driving High Participation
 - KOHLER Generator
 - Home Depot Gift Cards
 - Midland NOAA Weather Radios
- Campaign Outcomes:
 - More than **444** traditional news media and social media stories placed with a total audience reach of more than **197,000,000**
 - **5,253** hurricane emergency kits pledged on www.greathurricaneblowout.org
 - **1,700+** fans on Facebook
 - **300+** Twitter followers reaching more than **194,000** additional people through official re-tweets



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Coming this Winter!



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Great Weather Party

- *Goal*
 - The Great Weather Party allows FLASH to continue to promote home mitigation and family safety to new geographic areas with a new winter season focus.
- *Sponsors*
 - KOHLER
 - State Farm
- *Activities*
 - Winterization fact sheets
 - Children’s activities when the power is out
 - Home mitigation scavenger hunt
 - Kohler generator sweepstakes
 - Salt the Walk/Snow Angels
 - Pledge to salt/shovel the walk of a neighbor in need of additional help

