2011 Great Hurricane Blowout

Timeline of Events

April 20
2011 Great Hurricane Blowout Kickoff @ the National Hurricane Conference Kit Party Pledge Drive Opens

June 1
First Day of Hurricane Season

June 6–8
Nat'l Conference on Volunteerism and Service Kit Party in New Orleans, LA

June 11
Protect Your Home in a FLASH Launch KOHLER Generators Sweepstakes Launch Weekly Facebook Gift Card Giveaways KE Party at the National Hurricane Center Savannah Hurricane Expo / The Home Depot

June 18
NATIONAL KIT PARTY DAY

August 1
Dine in the Dark Recipe Sweepstakes Begins

July 1
Lightning Protection System Sweepstakes Opens

August 15
PEAK HURRICANE SEASON

November 30
END OF HURRICANE SEASON

2011 Blowout

GREAT HURRICANE BLOWOUT

PRESENTED BY

FLASH

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.
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](http://www.greathurricaneblowout.org)
  – **1,700+** fans on Facebook
  – **300+** Twitter followers reaching more than **194,000** additional people through official re-tweets
Coming this Winter!
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