



STATE OF FLORIDA

DIVISION OF EMERGENCY MANAGEMENT

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FLORIDA EMERGENCY MANAGEMENT ANNOUNCES 2010 SEVERE WEATHER AWARENESS WEEK, POSTER AND VIDEO CONTESTS

TALLAHASSEE--State emergency management officials today announced that Florida Severe Weather Awareness Week is scheduled for January 24-30, 2010. This year, the annual public awareness campaign includes a poster and video public service announcement (PSA) contest. Contest sponsors and prizes will be announced in the coming weeks.

"The goal of the week is to educate our residents and visitors about the natural hazards they may face and provide important information to help keep them safe," said Interim Director Ruben D. Almaguer of the Florida Division of Emergency Management. "It is a team effort and we are proud to have many great sponsors who are committed to this week of outreach and awareness."

ANNUAL POSTER CONTEST

Fourth and fifth graders in all 67 school districts are invited to participate in the statewide poster contest. All entries must be postmarked on or before **THURSDAY, DECEMBER 31, 2009** and must arrive at the Florida Division of Emergency Management in Tallahassee no later than **TUESDAY, JANUARY 5, 2010**. Winners will be notified by phone. The top winners' artwork will be displayed in the State Emergency Operations Center during the first full week of February 2010. Prizes will include tickets to Walt Disney World and Universal Studios theme parks, among others. More information on prizes will be announced soon. For complete contest rules go to: www.FloridaDisaster.org/SWAW2010.

NEW VIDEO PUBLIC SERVICE ANNOUNCEMENT (PSA) CONTEST FOR 2010

Middle and high school students in grades 6-8 and 9-12 are invited to produce a 30-second public service announcement (PSA) incorporating a safety or preparedness message about one of the following topics: *Tornadoes, Rip Currents or Using NOAA Weather Radios*.

Final digital videos must be mastered as a DVD for submission to the Division. All entries must be postmarked on or before **THURSDAY, DECEMBER 31, 2009** and must arrive at the Florida Division of Emergency Management in Tallahassee no later than **TUESDAY, JANUARY 5, 2010**. For complete contest rules, entry forms and topic information go to: www.FloridaDisaster.org/SWAW2010.

There will be one individual or group (limit 4 people per group) winner chosen for both middle school and high school-level videos. The winning video(s) will be professionally re-produced for broadcast use by the Division of Emergency Management in their statewide public awareness campaign. A production team will come to the winner(s) hometown and will spend a full day shooting the winning PSA. The winner(s) will spend the day acting as the Director(s) and will be honored at a rally in their hometown. Prizes will include tickets to Walt Disney World and Universal Studios theme parks, among others. More information on prizes will be announced soon.

Winners will be announced on January 23, 2010, at a kickoff event for Severe Weather Awareness Week. Winners unable to attend this event will be mailed their prizes.

These contests are part of an annual public awareness campaign that also includes the statewide *Tornado Drill* to be conducted by the National Weather Service Offices in Florida at 10:10 a.m. Eastern Time (9:10 a.m. Central Time), on Wednesday, January 27, 2010.

For more information on Florida's 2010 Severe Weather Awareness Week go to www.FloridaDisaster.org/SWAW2010.

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