2012 Lightning Safety Awareness Week Kick-off Event HIGHLIGHTS

When Thunder Roars - *Go Indoors!*
2012 Event Objectives

Launch 2012 Lightning Safety Awareness Week through a “High Visibility Media Event” in the Lightning Capital of the U.S. to promote lightning protection and safety education, through partner collaboration and support from City of Tampa and fire safety community.
Highlights of the Event

- Mayor’s Office “Upgrades” Event Venue!
  - (Event relocated to Historic Firefighters Museum, Downtown Tampa, FL)

- Mayor Buckhorn Presents Proclamation

- Introduction of *Safer Design for Safer Play* initiative for recreational facilities

- Radio PSA kick-off and campaign endorsement by Tampa Bay Lightning Legend Dave Andreychuk

- Parents of lightning victim speak publicly & lend support

- Extended collaboration of partners – new & old!
Returning Partners

- Federal Alliance for Safe Homes (FLASH)
- Insurance Institute for Business & Home Safety
- Insurance Information Institute
New Event Partners

- Mayor of Tampa/City of Tampa
- Tampa Fire Chief/Tampa Fire and Rescue
- United States Lifesaving Association
- Tampa Bay Lightning Hockey
Partner Engagement

Tampa Fire Chief, Thomas Forward serves as event emcee

Tampa Mayor Bob Buckhorn presents official Lightning Safety Awareness Week Proclamation!
Partners Provide Important Messages to Leverage Campaign

- Key partners amplified unified campaign messages re: lightning safety and lightning protection

“FLASH was honored to participate in such an impactful event. The kick-off event for Lightning Safety Awareness Week was a true demonstration of both partnership and leadership. The event was well attended by the media, local government including Mayor Buckhorn, first responders and a host of representatives from the organizations that can do the most to reinforce the message ‘When Thunder Roars - Go Indoors’!”

Bruce McCullen
Senior Vice President Partner Relations
Federal Alliance for Safe Homes (FLASH)
Special Guests Support Campaign

Julie and Frank Inversso

➢ Parents of Adventure Island Lifeguard Justin Inversso who was tragically killed by lightning at Adventure Island in September 2011

“We were very happy to hear about new efforts to promote lightning safety at theme parks, water parks, and other outdoor venues, inspired in part by our son’s untimely death. This includes having the right technology in place to detect approaching lightning and having the staff on hand to monitor this threat. It also includes having a plan in place so staff will know when to order evacuations and how to safely evacuate patrons and employees until the danger clears. That’s what these facilities can and should do.”

Julie Inversso
Celebrity Endorsement

Tampa Bay Lightning

- Dave Andreychuk provided intro for new radio PSA to targeted male audience, lent personal support to LSA effort & signed autographs
- Tampa Bay Cheerleaders lend support
Media Introduced to “Safer Design for Safer Play” Initiative

- LSA/LPI showcased new www.lightning-risk.org Educational Campaign for Outdoor Recreational Facilities

- NOAA introduced Lightning Tool Kit for Large Venues
Measuring the Impact of 2012 Lightning Safety Awareness Week Kick-off Event & Partnership Alliance
Media BLITZ! T.V., Radio & Print Coverage!

- Bay News 9 - Tampa
- InfoMas - Tampa Hispanic News Outlet
- Fox 13 - Tampa
- NBC Channel 8 – Tampa
- Tampa Bay Community Access Cable Network
- Radio Disney “Kids Concerns” Program Interview
Print Media Coverage

- Tampa Tribune
- Tampa Bay Times
- Hispanic Media
- Trade Journals
- Newswire Release
  reporting 250+ media clips
  = 61 million + impressions!
Website Postings Provide More Event Coverage

- Broadcast coverage boosted by online articles and posts
- Partner websites post news items to provide PR support & education
Social Media Spreads the Message

- NOAA Blog, i-Radio and Social Media Outreach
  - Over 14.5 million reach!

- I.I.I. Blogging provides 2,500 hits/mo.

- LSA Week press release creates blogger chatter
Thank you partners and lightning safety advocates!

- We appreciate your support in promoting lightning safety awareness and helping to build lightning safe communities!