



NEWS RELEASE

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New Videos from the Federal Alliance for Safe Homes (FLASH)[®] Meet Demand for Tornado Safe Room Information

Nonprofit releases “Which Tornado Safe Room is Right for You?” video series in conjunction with America’s PrepareAthon! national readiness campaign

(Tallahassee, FL)— According to tornado watch [data](#) from the National Weather Service Storm Prediction Center, nearly 90% of U.S. counties experienced tornado watches between 2004 and 2013, for an average of 27 watch hours per year. In response to increased interest in tornado safe rooms driven by this pattern, as well as recent, deadly outbreaks, the Federal Alliance for Safe Homes (FLASH) today released new videos highlighting five of the most common tornado safe room choices.

FLASH, FEMA, and Portland Cement Association developed the video series in response to consumer desire to better understand their tornado safe room options. The series, “[Which Tornado Safe Room is Right for You?](#)”, provides comparative information on cast-in-place, concrete block masonry, insulated concrete forms, precast concrete, and wood-frame safe rooms.

“Today’s marketplace offers an unprecedented range of high-performing, affordable options to save lives and preserve peace of mind for the millions of families in the path of severe weather,” said FLASH President and CEO Leslie Chapman-Henderson. “These videos will help families understand their options for a properly built safe room that will deliver life safety when it counts.”

The new video series is offered in conjunction with [America's PrepareAthon!](#), an opportunity for individuals, organizations, and communities to come together and prepare for specific hazards through drills, group discussions, and exercises. April 30 is *National PrepareAthon! Day*, a day to take action in advance of natural hazards, including tornadoes.

About FLASH

Federal Alliance for Safe Homes (FLASH), a 501(c)3 nonprofit organization, is the country's leading consumer advocate for strengthening homes and safeguarding families from natural and manmade disasters. FLASH collaborates with more than 120 innovative and diverse partners that share its vision of making America a more disaster-resilient nation including: BASF, Federal Emergency Management Agency, Florida Division of Emergency Management, The Home Depot[®], International Code Council, Kohler[®] Generators, National Weather Service, Portland Cement Association, Simpson Strong-Tie[®], State Farm[™], and USAA[®]. In 2008, FLASH[®] and Disney opened the interactive weather experience StormStruck: A Tale of Two Homes[®] in Lake Buena Vista, FL. Learn more about FLASH and gain access to its free consumer resources by visiting www.flash.org or calling (877) 221- SAFE (7233). Also, get timely safety tips to ensure that you and your family are protected from natural and manmade disasters by subscribing to the [FLASH blog – Protect Your Home in a FLASH.](#)

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