



PRWeb: Weather





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Real Estate Guru Nathan "Than" Merrill Champions Blinds Chalet

'Flip This House' Star Than Merrill acclaims Blinds Chalet services and products.

Phoenix, AZ (PRWEB) July 17, 2009 -- Nathan "Than" Merrill, a star on A&E's reality series 'Flip This House', gives accolades to Blinds Chalet. "The right window coverings make a huge difference and although you can use who ever you want, you would be crazy not to try Blinds Chalet first! Nobody comes close!" says Merrill.

How does Merrill know so much about [window blinds](#)? He is the founder and President of CT Homes, LLC and Fortune Builder, Inc., a licensed real estate agent, a licensed appraiser and a full-time real estate investor who is solely responsible for financial evaluation of all potential rehabilitation projects and rental properties his company ventures on. As President of CT Homes, Than understands the importance and value of completing each home with the right products and services the first time around.

Testing products under extreme conditions is one reason Blinds Chalet window treatments are superior to other internet companies. Most internet companies purchase blinds based on profit margins, while Blinds Chalet personally screens each product in inventory. By installing and testing the window treatments themselves, Blinds Chalet can ensure they know what their customers are getting.

"We've always taken pride in the window binds and shades that we sell and how we sell them," says Manwaring. "It is paying off, people are noticing the personal touch. Than Merrill took notice and he is someone who lives and breathes quality home improvement for the right price. Thank you Than!"

For More Information:

For more information on Blinds Chalet or current trends in the Window Treatment industry, contact Ron Manwaring by phone at: 1-888-633-7840 or 480-633-7840 or email. Visit Blinds Chalet on-line at www.BlindsChalet.com.

Contact:

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



Energy Resource Network - A New Company Offers Cost Saving Technology in Solar and Wind Power

Energy Resource Network Provides the Newest Technology in Alternative Energy Products Available Today!

Findlay, Ohio (PRWEB) July 16, 2009 -- As the United States advances towards renewable energy, Energy Resource Network, a new company, is dedicated to provide affordable energy solutions to help eliminate our country's dependence on foreign oil, and rising energy costs for homes and businesses. Energy Resource Network sells a wide selection of the most up to date Solar and Wind Technology available in today's market.

New technology can be confusing to many. Energy Resource Network provides a section on the website under Resources, with fundamental information, explaining various subjects such as, Solar Power, Wind Power, Going Green and Carbon Footprints and more.

Wind power, such as Wind Turbines, can cut your electricity bill, depending on where you are living, by 50 - 90 percent. It is abundant worldwide and pollution free. Energy Resource Network carries a large selection in Wind Products, including Wind Tower and Kits, thus providing environmentally clean efficient and effective power.

Solar Technology has also advanced in the past decade to provide heating cooling and electricity for homes and businesses alike. Energy Resource Network specializes and carries the most up to date equipment in today's market. One can find Solar Security Lights, Spotlights, Landscape and Solar String Lights-102 LEDs, perfect for your Christmas tree or decorating around outside your house.

"Our NiMH Rechargeable Radio Batteries are higher capacity and environmentally friendly, as well as the NiMH and Lithium Ion rechargeable digital camera batteries, guaranteed to work with your digital camera."

Our mission is to create a network of energy conscious individuals who are interested in making a difference in our communities, our environment, and our economy through "green living". Included in this goal is to continually deliver useful energy related information intended to both educate and motivate our customers to make small changes to how they think about and use energy.

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Life+Gear Leads Revolution in Led Flashlight Technology to Help the 66% of Ill-Equipped U.S. Consumers Prepare for Emergencies and Natural Disasters

[Life+Gear](#), the developer and manufacturer of life saving emergency preparedness products, announced the release of the first in its new line of innovative, multifunction LED flashlight products, the [Life+Gear 200 Hour GlowStick](#). Designed with preparedness for natural disasters like hurricanes, tornadoes and earthquakes in mind, the multi-function GlowStick utilizes advanced LED light technology in a first of its kind combination product that addresses the four key features recommended by emergency and disaster response agencies: a flashlight, emergency flasher, signaling glow stick and high decibel whistle. With 66% of Americans reported to be ill-prepared for any significant emergency, the Life+Gear GlowStick is an affordable (\$4.99) and readily available new product that allows victims to see when they are without power and to be seen or heard when in need of emergency assistance.

Solana Beach, CA (Vocus) July 15, 2009 -- [Life+Gear](#), the developer and manufacturer of life saving emergency preparedness products, announced the release of the first in its new line of innovative, multifunction LED flashlight products, the [Life+Gear 200 Hour GlowStick](#). Designed with preparedness for natural disasters like hurricanes, tornadoes and earthquakes in mind, the multi-function GlowStick utilizes advanced LED light technology in a first of its kind combination product that addresses the four key features recommended by emergency and disaster response agencies: a flashlight, emergency flasher, signaling glow stick and high decibel whistle. In an emergency, the Life+Gear GlowStick allows victims to see when they are without power and to be seen or heard when in need of emergency assistance. Retailing at just \$4.99, the Life+Gear GlowStick is widely available at major retailers nationwide.

Citing 2007 research from the [Center for Catastrophe Preparedness and Response](#), 66% of US consumers are inadequately prepared for natural disasters when time and again it is shown that survival often depends on an individual's level of preparedness. "The mission of our company has always been to prepare the public prior to an emergency or disaster by designing potentially life saving features into everyday products that are useful, affordable, and readily available," commented Life+Gear President Dennis Bertken. "The advent of LED technology has been so exciting for us because it represents such a huge leap forward in almost every regard including a price point that is so good that we are even able to offer our customers a free set of replacement batteries on our website. Also, with an infinitely more efficient use of much smaller batteries, our products are made from 100% recyclable materials representing a much greener approach to the category. LED is absolutely the future of our business."

Recognizing that the battery and bulb life of traditional flashlights has long been the primary problems faced by those forced into dire circumstances by Mother Nature, great strides in LED technology by Life+Gear have virtually eliminated those issues and more. The Life+Gear GlowStick boasts 200 hours of illumination on just three wafer-thin AG-13 batteries. Compared to a traditional flashlight, LED bulbs and electronics reduce the GlowStick's weight more than 90% while increasing its functional product life to 10,000 hours. The Life+Gear GlowStick, available in three different colors, floats making it ideal for boats and camping, and its compact size



makes it a permanent safety companion in purses, cars and backpacks.

Life+Gear products, including the Life+Gear 200 Hour GlowStick, can be found at major retailers through out the United States including Home Depot, Target, Kroger, Dicks Sporting Goods, REI and on-line through the American Red Cross.

For additional information about the Life+Gear 200 Hour GlowStick or other Life+Gear Emergency Preparedness Products, please contact lifegear@launchpadpr.com. [Video presentation of the GlowStick](#).

About Life+Gear

Life+Gear is the most widely recognized developer and manufacturer of emergency preparedness products for consumer, schools and businesses in the U.S. Life+Gear is on the cutting edge of the development of everyday-use products that can also save lives. Nicholas Connor (CEO) and Dennis Bertken (President) founded Life+Gear soon after Hurricane Katrina struck in 2005. During their own efforts to provide relief to Katrina victims, the founders quickly realized that there was a major problem with the public not being prepared for emergency situations that stretched far beyond the failed levees in Louisiana. They uncovered two main issues: People did not know how to prepare themselves; and the thought of going on a search to purchase such doom and gloom products, if they could find and afford them, was not of interest to consumers. This revelation spawned the idea of every-day use items with life-saving features that would be readily available at major retailers nationwide. Since the release of their first product offering in 2005, Life+Gear has grown to be the most widely recognized brand of emergency preparedness products in the U.S.

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Blinds Chalet Offers Eco-Minded Incentives

Blinds Chalet acknowledges consumer trends with regards to the environment and works to change actions.

Phoenix, AZ (Vocus) July 9, 2009 -- Despite the recession, four out of five consumers are still purchasing environmentally friendly products, while 67% of waste is still ending up in landfills, according to Recycling News Portal. Yet 87% of people surveyed claim they recycle. Blinds Chalet respects their customers and offers environmentally friendly products like [bamboo and honeycomb cell shades](#) but now they are taking it a step further. For each purchase of Bamboo Shades or Honeycomb Cell Shades, consumers can expect to save \$10.00 through December, 2009.

Despite recycling efforts 9 million tons of textiles end up in the landfill each year, says Treehugger, with only fourteen percent of textiles being recycled. Blinds Chalet offers the following tips to help preserve the environment.

Reduce: In order to reduce damage to the environment, consider purchasing environmentally friendly materials such as organic fibers or bamboo which is a sustainable resource. Honeycomb cell shades are environmentally friendly and provide great insulation which keeps down heating and energy costs. To find out which blinds best suit a home or energy needs, visit www.blindschalet.com/green.aspx for their energy calculator.

Reuse. To freshen up a home or give it a new feel, try rotating blinds from one room to another. Different colors and fabrics will add different feels and create new environments to existing color schemes. Another option is to consider a blinds/drape swap with a neighbor.

Recycle: Keeping drapes and blinds out of the landfill is key to helping preserve the environment. Local thrift stores are a good place to bring old blinds and window treatments. Earth911.com is a resource that locates recycling centers specific to different materials and locations. As Scarlet O'Hara showed, turning blinds into clothing creates an unforgettable fashion statement.

"With so many easy options for recycling, there's not reason not to," says Ron Manwaring of Blinds Chalet. "Every little bit helps."

For More Information:

For more information on Blinds Chalet or current trends in the Window Treatment industry, contact Ron Manwaring by phone at: 1-888-633-7840 or 480-633-7840 or email at [info\(at\)blindschalet\(dot\)com](mailto:info@blindschalet.com). Visit Blinds Chalet on-line at www.BlindsChalet.com.

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The Latin American Call Center Association Opens Hurricane Hotline

Call Center Association Offers Hurricane Hotline

Miami, FL (PRWEB) July 15, 2009 -- The Latin American Call Center Association (LACCA) today announced the availability of a toll-free hotline to help answer questions during this hurricane season. U.S. callers to the hotline will receive information regarding hurricane preparedness, storm development, hurricane tracking, shelter locations, evacuation information, etc. Call center representatives from the LACCA member companies will staff the toll-free number throughout the hurricane season, as the National Hurricane Center issues the first Tropical Storm Watch Alert. The number is 888 99HURRICANE and it will be answered from 9 a.m. to 5 p.m. Monday through Friday throughout the various stages after the first alert is issued.

"We are very proud to be able to offer these services, which are funded by our member organization. They have provided us with a team of representatives who are now trained to work the hurricane hotline and offer assistance to our callers" said Isabelle Fuentes, LACCA Director and founder of the LACCA.

About The Latin American Call Center Association:

The Latin American Call Center Association was founded to inform companies in the United States of the great opportunity that exists in the call center industry in the "nearshore" - Latin American region. Most importantly, the LACCA serves as a guide to those businesses who are interested in relocating their business to the area.

The Latin American Call Center Association's mission is to attract U.S. companies through their marketing efforts; show them the benefits of relocating their call center operation to the area; and finally assist them in setting up their call center operation or recommend an existing call center outsourcer.

Further information can be found at <http://www.latinamericancallcenters.com>.

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New Morning Show "Wake Up With Al," Hosted by Al Roker and Stephanie Abrams, Debuts July 20 on The Weather Channel

The Weather Channel gives viewers a new way to start the day with weather, news and entertainment.

Atlanta, GA (Vocus) July 14, 2009 — The Weather Channel (TWC) gives viewers a new way to start the day with its new morning show, Wake Up With Al, premiering July 20. Hosted by Al Roker live from New York City and TWC meteorologist Stephanie Abrams live from Atlanta, the new program airs weekdays from 6-7 a.m. ET. TWC will re-air the program at 10 a.m. ET (7-8 a.m. PT) for West Coast viewers. The show combines weather, news and entertainment and includes live news headlines from MSNBC, live weather and climate-related business stories from CNBC, weather forecasts, top weather stories of the day and the beloved Local on the 8s weather forecasts.

“Everyone wakes up wanting and needing to know what the weather is that day -- this show will give you that answer with some fun along the way,” said Al Roker. “Our show will give you what you need to know and be entertaining enough to wake you up and make you smile”

Roker and Abrams will present a fast-paced show with a fun, informative focus on weather while including helpful morning information and interactive segments. They will appear live in the studio and in the field, reporting on the most compelling weather stories of the day.

Wake Up With Al will also welcome live guests; feature weekend getaways and outdoor vacations; and discuss consumer issues, health and fitness, and current events. Segments that might be seen in a typical episode include:

- The “Wake Up” call – Al “wakes up” his favorite celebrities and viewers
- Wake Up Weather – Coast-to-coast current conditions, active weather and forecast updates
- Top Story – An in-depth look at the day’s top weather story with a personal perspective
- Weather in the News – A fun old-style newsreel segment looks at weather-related news
- Take it or Leave it – An entertaining forecast for major cities recommends whether to bring an umbrella, wear a jacket, etc.
- Travel – A look at weather’s effect on daily transportation, including forecasts and delays for major airport hubs, radar, turbulence conditions and more

Roker and Abrams welcome viewer discussion on Twitter at www.twitter.com/stephanieabrams, on Facebook at www.facebook.com/wakeupwithal, and at the show’s Web site, www.weather.com/wakeup, which will also include additional video clips and in-depth information.

About The Weather Channel Companies

The Weather Channel Companies (TWCC) is made up of The Weather Channel Network (TWCN), The Weather Channel Interactive (TWCi), and Weather Services International (WSI). The Weather Channel® is based in Atlanta and is seen in more than 98 million U.S. households. TWCN also operates Weatherscan, a 24-hour all-local weather network; The Weather Channel Radio Network; and The Weather Channel HD. TWCi, which includes the weather.com® site, The Weather Channel Desktop and The Weather Channel Mobile, reaches more



than 38 million unique users online each month and is the most popular source of online weather, news and information according to Nielsen//NetRatings. WSI, headquartered in Andover, MA, primarily provides business-to-business weather services, particularly for the media, aviation, marine and energy sectors. TWCC is owned by a consortium made up of NBC Universal and the private equity firms The Blackstone Group and Bain Capital. For more information, visit www.weather.com/press.

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You can read the online version of this press release [here](#).



WSI Corporation and TOA Systems Launch Global Lightning Network (GLN)

Premier provider of real-time lightning detection delivers life saving and risk management data to worldwide customer base.

Andover, MA (PRWEB) July 14, 2009 -- WSI (Weather Services International), the leader in weather-driven business solutions, today announced the introduction of the Global Lightning Network (GLN), a source of high quality real-time lightning detection data for clients throughout the world. The Global Lightning Network is comprised of advanced lightning stroke detection sensors strategically located at international hosting partner sites. Data from the GLN has the timeliness, coverage, and delivery to support critical business operational requirements in key areas, without compromising quality, accuracy, and efficiency. Real-time data from the network is provided seamlessly via the Internet in less than a minute of event detection. The current key deployment areas include North and South America, Southeast Asia/Australia, and Europe, including many areas where lightning has significant economic and safety consequences. Data is also available for oceanic and other continental regions.

The Global Lightning Network uses the same lightning sensor and processing technology that has been proven in the United States Precision Lightning Network (USPLN). Like the USPLN, the GLN is a partnership of WSI and TOA Systems, a preeminent manufacturer of integrated lightning location and detection systems. "This is a new way to think about global lightning," said Mark Gildersleeve, President of WSI. "WSI and TOA are the first to bring to market a commercial global lightning network addressing the diverse needs of consumer, business, and government clients. Our mission is to create the highest quality unique weather content for the entire globe, and lightning is a key component of this strategy."

Kim Rauenzahn, WSI's Lightning Product Manager, noted, "While lightning has significant value as a supplement to radar for identifying and evaluating convective activity, it is an essential source of information where radar is not available. There are many instances where disruptive weather events put people and property at risk, and additional weather coverage can be vital to improving the outcome of these events. For example, our airline clients with global routes have been asking for enhanced weather information to enable better decision making both en route and on the ground. Data and services from the Global Lightning Network are a major component of the solutions meeting these weather information needs."

For more information, contact Kim Rauenzahn at (978) 983-6648 or visit: www.wsi.com.

About WSI Corporation:

For over 30 years, WSI Corporation has focused on predicting, detecting, and visualizing disruptive weather. The US Government and top aviation, media, energy, and risk management companies trust WSI to supply them with easy-to-use, timely and expert weather information to help them take action to minimize the impact of such weather on their operations and the public. WSI is a member of The Weather Channel Companies and is headquartered in Andover, Massachusetts, with offices in Birmingham, England. The Weather Channel Companies are owned by a consortium made up of NBC Universal and the private equity firms, The Blackstone



Group and Bain Capital. More information about WSI can be found at www.wsi.com.

About TOA Systems

TOA Systems, Inc. is a uniquely capable manufacturer of integrated lightning location and lightning hazard warning systems. TOA has revolutionized the complex thunderstorm monitoring and forecasting tasks faced by government and industry worldwide. Their time-of-arrival based Lightning Location System (LLS) technology has been proven in operational networks throughout the world, and forms the basis for the United States and North America Precision Lightning Networks. TOA is located in Melbourne, Florida. For more information, please visit www.toasystems.com.

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News Image





The Weather Channel Interactive Launches Next Generation Mobile Web Site

Leading Mobile Content Provider Offers Customizable Interface and New Content on weather.com Mobile Site.

Atlanta, GA (Vocus) July 8, 2009 -- The Weather Channel Interactive (TWCi) today announced the launch of the newest version of its weather.com Mobile Web site. The highly anticipated Mobile Web 3.0 site features animated radar weather maps and enhanced current conditions pages to help consumers keep up with the weather forecasts most relevant to them. Available at www.weather.com for iPhone, iPod, G1, G2, and Pre devices, the site includes a customizable interface and new content and is one of the most comprehensive and user-friendly mobile Web sites available today.

Users of the new weather.com for mobile now have the option of tailoring their homepage to prominently feature weather content that best fits their lifestyle, such as airport delays, current conditions, severe weather alerts, school day forecast and pollen activity. Enhanced future forecasts are available in hourly, 36-hour, 10-day, school day and weekend reports. The site offers fresh content on its Pets section, with pet-specific data such as overnight low, pet comfort index, and mosquito activity; its Green Living section, which provides daily conservation tips; and its photo galleries.

The most popular features from the earlier version have been preserved and enhanced for the new Mobile Web 3.0, including local video forecasts, local and national weather maps, severe weather alerts, and the Hurricane Central section.

“Based on customer feedback and advanced research, the newest version of our Mobile Web site is one of the most advanced sites available,” said Cameron Clayton, vice president of mobile at TWCi. “Allowing customers to personalize the site to best fit their weather needs gives them instant access to the relevant and accurate weather information they are most interested in.”

The Weather Channel Mobile is the number one content provider on the mobile Web and is consistently one of the top five mobile Web sites in the United States. It offers advertisers a great opportunity to reach active engaged users with unique ad products that include geo-targeted and weather triggered ads. For more information, visit www.weather.com/mobile.

About The Weather Channel Interactive:

The Weather Channel Interactive (TWCi) is the leading provider of broadband and wireless weather products including weather.com, The Weather Channel Desktop and The Weather Channel Mobile. weather.com, the Web site of The Weather Channel, is the ultimate source of weather on the Web helping users plan their lives by delivering timely current conditions, expert forecasts and relevant lifestyle content for 98,000 location IDs worldwide. TWCi reaches more than 38 million unique users online each month and is the most popular source of online weather, news and information according to Nielsen//NetRatings. TWCi also provides consumers with unique and customizable products such as Desktop Weather, toolbars, extensions, widgets, gadgets, and a full lineup of mobile services including downloads, messaging, mobile Web, and mobile video. Other TWCi sites include forGetaway.com, a vacation home rental site, Forecast Earth, a site dedicated to the discussion of climate



change, and a series of international sites, including www.weather.co.uk, www.meteo123.com, www.wetter123.com, www.canaldotempo.com and www.weather.com/espanol.

For more information on The Weather Channel Companies, including press releases, images, executive information and backgrounders please visit www.weather.com/press.

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Supergoop! Award-Winning SPF 30 Sunscreen & Skin Protection Lotion Featured On The Today Show

Supergoop! Featured On The Today Show

(PRWEB) July 7, 2009 -- The TODAY Show's roving weather star, Al Roker, has packed up his Penske truck once again to hit the road for the annual "Lend a Hand" trip.

In its eighth consecutive year, "Lend a Hand" continues its mission to help small charities across the country that work toward improving conditions in their communities. When learning of the Today Show's mission to help those in need across the country, Doctor T's Supergoop! CEO & Founder, Holly Thaggard, jumped at the opportunity. Roker's goodwill road trip kicked off in Los Angeles, CA and continued on to Portland, OR with Supergoop! SPF 30 on board.

Supergoop! is a skin-saving product made for preventative skin care; an award-winning sun care lotion containing powerful Parsol 1789 (Avobenzone). This new-age SPF 30 sunscreen lotion is creating a cultural shift in the way modern families view sun protection. Doctor T's formula has won the "Gold Triangle Award for Excellence in Sun Safety." This prestigious award is backed by the American Academy of Dermatology. Doctor T's certified organic, aloe-vera based sun protection comes in convenient flip-top tubes, 5oz. Super-Spray bottles, and small-medium-large size "super-pumps." Purchase Supergoop! at www.supergoop.com

Supergoop! protects against 97% of UVB rays and harmful UVA rays as well. Supergoop! is an eco-friendly product with active organic ingredients; the lotion is easy to apply and has been tested to be "Very Water Resistant."

The brainchild of Holly Thaggard - mom, entrepreneur, musician, and artist - Supergoop! followed a natural evolution. "After watching a close friend deal with skin cancer and related issues, and watching our children play outdoors day after day, we realized that it was not about changing sun protection as much as it was changing the way people perceive it." This line of daily use SPF's mission is to become a part of everyday life, twelve months a year and to protect children and adults all the same through early education and prevention.

Supergoop! has also generously donated over \$10,000 worth SPF sun protection products to help the A Chance for Children Foundation in Los Angeles, CA. which helps support homeless and at-risk youth. Read more at <http://www.achanceforchildren.org/>

Doctor T's Supergoop! is available for purchase online at www.Supergoop.com and nationwide at Barneys New York, select Nordstrom stores, Genius Jones, Stanley Korshak, Four Seasons Resorts, and select dermatologist and pediatrician offices nationwide.

To arrange an interview with Holly Thaggard or for more information on Doctor T's [Supergoop!](http://www.Supergoop.com), please contact Andra Mielnicki or Kim Reynolds of Behrman Communications at 212.986.7000



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Author Makes Mark by Inking Book Deal in Spite of Hurricane Katrina

New Orleans Native Will Celebrate Debut Book Release on 4th Anniversary of Hurricane

Atlanta, GA (PRWEB) July 7, 2009 -- New Orleans native will celebrate debut book release on 4th anniversary of hurricane.

On August 27th, 2005, two days ahead of Hurricane Katrina, Daphne Marie Doucette and her family fled New Orleans, Louisiana in her Toyota Sequoia en route to Alabama. Underestimating the threat of Katrina, Doucette packed very little and as a result left behind floppy discs of her three finished manuscripts, which represented nearly four years of work at her personal computer. By the next night, Doucette was in Atlanta, Georgia, finally realizing the gravity of her miscalculation as predictions regarding Katrina grew more grave with each CNN broadcast.

One day later, August 29th, even the darkest of predictions were not enough to prepare anyone for what would become reality. Hurricane Katrina made landfall on the Gulf Coast, destroying lives, leveling homes, and leaving thousands of survivors with the same story: "We lost everything." Despite her gratitude regarding her family's safety, Doucette could not refrain from counting what she had lost, and it was then that she remembered the manuscripts she had left behind.

For two long months, Doucette believed that her work was gone forever. The thought of recreating it was too daunting and she tried to come to grips with the fact that her dream of being a published author had become impossible in the wake of Katrina. However, in October of 2005, Doucette's younger sister recovered the floppy discs containing her sister's three finished manuscripts. Thankfully, Doucette had long since developed the habit of placing her most treasured possessions in the uppermost drawer of her furniture chest. Although the chest had been pushed over by the water of Lake Pontchartrain that had infiltrated the house, it had fallen forward against a bed in such a way that the contents in the top drawer were totally salvageable.

Having the discs back in her hands again, Doucette recommitted herself to seeing her work recognized and published. The fact that the discs had survived the elements refueled her passion and she immediately went to work revising *Dirty Butter*, the manuscript she believed was destined to be her debut book release. "Dirty Butter has been six years in the making for me. God willing, it will do well. No matter what becomes of the book, my message is to remember that there's always a rainbow after every storm," says Doucette.

After a few false starts, *Dirty Butter* is ironically set to be released on the 4th anniversary of Hurricane Katrina by Waterway Books®. Doucette and Waterway® executive, Akbar Cojoe, consider the launch date to be indicative of the fact that she has come full circle... and on this 29th day of August 2009, she has reason to celebrate. "We've waited for the perfect book for a really long time," says Cojoe, CEO of Waterway Book Publishers, LLC. "Waterway is a great company and our people really understand our writers' vision. We're looking forward to a long-lasting relationship with Daphne and many books to come."

About *Dirty Butter*:

Dirty Butter is the story of a woman whose outward parade of colossal confidence cloaks a total absence of



self-worth driven deep into her psyche by a hate-filled, contemptuous grandmother. She employs, at will, sarcasm and sexuality in an effort to influence the thoughts and actions of others. Skirting around her husband's suspicions and drop-kicking the feelings of other women, she enslaves those around her with the embittered chains that hang around her heart--courtesy of Granny Alma.

In spite of feeling thoroughly unworthy of the love her husband freely gives, she capitalizes on his crippling need to believe in her. But in truth, she waits for the day he will discover the mistake he made in loving her, and through her scandalous conduct she knowingly makes that day more of a looming likelihood.

After relocating to New Orleans, she encounters a woman who ultimately helps to steer her to the path of admission and restoration--a path that she did not believe someone of her disreputable character could ever hope to tread.

About Waterway Books, LLC

Waterway Books, LLC offers all of the professional services you would expect from any traditional publishing house: editorial, design, production, marketing and publicity. For more information, visit www.waterwaybooks.com.

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NOTE TO EDITORS: Please, let us know if you have any questions or would like any additional information on author Daphne Marie Doucette or Waterway Books, LLC. Contact the PR department of Waterway Books® for interviews, bookings or any other media-related issues.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



'Tis the Season...for Hurricanes

Website, wearesafeandsound.com, helps Gulf Coast citizens prepare for communication during natural disasters

Austin, Texas (PRWEB) June 30, 2009 -- More than 35 million people live in areas that could potentially be affected by hurricanes this year. With the busiest part of hurricane season approaching (August through September), websites like www.WeAreSafeandSound.com are working to make sure that natural disasters don't separate families and create communication problems.

We Are Safe and Sound is a free emergency and disaster communications service. Users can register ahead of time and in the event of a natural disaster such as a hurricane, they can post a message on the site for their friends and family ensuring that people can find each other when they need to.

"I personally live in the Gulf Coast area and saw first-hand the worry that a breakdown in communication can create during a natural disaster," said Alvin Brown, WeAreSafeandSound.com President. "We started the site to make sure that families can stay connected when it matters most."

As a guest Brown can discuss:

- How Gulf Coast families can prepare for natural disasters like hurricanes
- What other factors to consider when you are preparing for hurricane evacuation
- Why people should consider a provider other than government agencies for help during a natural disaster
- And much more

2008 was a tumultuous year for hurricanes in the Gulf Coast and yet according to AT&T, more than 1/3 of residents say that they have not even thought about what their emergency communications plan should be.

"People don't understand the importance of having an emergency communications plan until the emergency happens and they're stranded without a way to communicate," said Brown. "Our service really focuses on decreasing the time it takes people to reconnect after being evacuated or displaced."

About WeAreSafeandSound.com:

Members of the site are assigned a username and password, and a voicemail box extension. In the event of a natural disaster, they can call their voicemail box via a toll-free number and leave a "Safe&Sound" message loved ones. Members associated with the account call the same toll-free number and can listen to messages after they provide proper identification.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



The Weather Channel Interactive Names New Vice President of Mobile

Cameron Clayton to Lead Mobile Group at The Weather Channel

Atlanta (Vocus) – The Weather Channel Interactive (TWCi) announced that Cameron Clayton has been named vice president, mobile. In this role, he will lead the team responsible for the company’s mobile product portfolio which includes The Weather Channel mobile Web, the number one mobile content site in the United States; a full line of multimedia and messaging offerings; as well as download products, such as the popular The Weather Channel mobile weather application for iPhone and iPod touch.

“We are fortunate to have such a capable, mobile-savvy leader like Cameron in our organization to run our mobile team,” said Lisa Gersh, interim CEO at The Weather Channel. “He has the experience and innovation to provide seamless continuity as The Weather Channel continues its growth as an industry leader in the mobile space.”

Clayton most recently served as vice president of business development at TWCi, where he was responsible for all distribution relationships for Web and mobile, including all the major wireless carriers and wireless content aggregators. His work has resulted in the widespread availability of products and content from TWC including The Weather Channel mobile download and multimedia offerings.

Clayton joined TWC in 2004 as manager of business development, developing distribution relationships for weather.com®. Previously, he was director of sales and marketing for a regional Internet service provider and a director of business development for MSN in New Zealand.

As part of his new role, Clayton will join the Mobile Marketing Association (MMA) board representing TWC Mobile and will represent the company with several other mobile industry groups.

A native of New Zealand, Clayton has been in the United States since 2001 and lives in Atlanta with his family.

About The Weather Channel Interactive

The Weather Channel Interactive (TWCi) is the leading provider of broadband and wireless weather products including weather.com, The Weather Channel Desktop and The Weather Channel Mobile. weather.com, the Web site of The Weather Channel, is the ultimate source of weather on the Web helping users plan their lives by delivering timely current conditions, expert forecasts and relevant lifestyle content for 98,000 location IDs worldwide. TWCi reaches more than 38 million unique users online each month and is the most popular source of online weather, news and information according to Nielsen//NetRatings. TWCi also provides consumers with unique and customizable products such as Desktop Weather, toolbars, extensions, widgets, gadgets, and a full lineup of mobile services including downloads, messaging, mobile Web, and mobile video. Other TWCi sites include forGetaway.com, a vacation home rental site, Forecast Earth, a site dedicated to the discussion of climate change, and a series of international sites, including www.weather.co.uk, www.meteo123.com, www.wetter123.com, www.canaldotempo.com and www.weather.com/espanol.



For more information on The Weather Channel Companies, including press releases, images, executive information and backgrounders please visit www.weather.com/press.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

Overheating £5 Billion Time Bomb, Warns The AA

With temperatures of up to 32C forecast this week, research by the AA shows that around six million motorists in the UK could be risking a four-figure repair bill by never checking their car's coolant level, meaning they and their car could boil over this summer.

Basingstoke, Hampshire (PRWEB) June 30, 2009 -- An AA/Populus poll of more than 14,500 AA members found that a quarter of women respondents admit to never checking it, compared to 10 per cent of men, while at the other end of the scale, four times as many men (28%) than women (7%) do the recommended weekly check.

The research shows that Welsh drivers are the best prepared with 24 per cent inspecting weekly while Londoners lag behind (14%) and they are also most likely to never check (18%).

Londoners' excuse may be partly due to ignorance with more than a fifth (22%) unaware of how to check the coolant level. Overall, nearly all men (93%) claim to know how to, compared with less than two-thirds of women (61%).

What a scorcher

Overheating is a much bigger problem during the summer, as engines operate at higher temperatures - there isn't the cold winter air to take away a lot of the heat, increasing [car breakdown cover calls](#).

Stewart Topp, AA patrol of the year, says: "Many cars are only used on the same local trips with the engine barely reaching normal operating temperature, so the cooling system is hardly tested. However, that all changes when the car is suddenly loaded with luggage and passengers for a long holiday trip in hot weather, exposing any problems in the system.

"Drivers should get into the habit of regularly checking their car including the coolant level and fan. If you notice that the coolant has dropped, get it checked out, as modern cooling systems shouldn't really need topping up between services."

Fan-tastic cooling

A seized cooling fan is the most common initial cause of overheating but the survey showed that only 6 per cent of drivers knew this.

Stewart explains its importance: "When you get caught in traffic, the cooling fan will cut in and draw air through the radiator. If the fan motor has seized, say through lack of use, the coolant will get hotter until it boils and is lost from the system. If you don't spot this and turn off the engine, the head gasket will probably fail causing expensive damage."

Checks are also important before travelling in Europe [warns AA European Breakdown Cover](#).

Chill out

If drivers notice the temperature gauge rise, the most effective way of temporarily dealing with it is to turn the heater up full and the air conditioning on but less than a third of female drivers (30%) and half of men (50%) knew this. Drivers in the South-west were the most clued up (49%) but those in Northern Ireland would risk the most damage (33%). More than a third of women (36%) compared to 16 per cent of men indicated they were completely unaware of how to deal with an overheating engine at all.

Stewart concludes: "If your car overheats, at best, you'll likely have to cough up around £250 to repair the cooling fan or £1,000 for a head gasket and, at worst, several times that for a new engine. So, with a hot summer forecast, it's never been a better time to get your handbook out and spend a few minutes now to potentially save yourself a lot of money and time later."

Help is at hand

The AA has produced a [video guide to checking your car coolant level](#), available to download as a podcast:

To help its members avoid problems, the AA has teamed up with Nationwide Autocentres to offer them free summer car checks. The free summer check at Nationwide Autocentres is available to AA members only and is a 15-point maintenance inspection.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

News Image



Electric Generators Direct Launches Essential Circuit Wizard

Electric Generators Direct Launches Essential Circuit Wizard. New Online Tool Helps Homeowners Size Home Standby Generators.

Bolingbrook, IL (PRWEB) June 30, 2009 -- Home standby generators come in a variety of sizes. The biggest challenge is determining the exact size for an individual home.

Online wattage wizards have existed for years. However, ElectricGeneratorsDirect.com - a leading online generator superstore - stopped promoting them years ago because they often produce irrelevant results.

According to Jon Hoch, founder and CEO of the online generator superstore, every home and appliance is unique. Calculations can vary significantly depending on the type, age & load requirements of each appliance.

"The wattage varies drastically from day to night. It changes when the refrigerator starts or the central air conditioner kicks on. In reality, it's a rare occurrence to have every appliance running simultaneously," said Hoch.

Instead of calculating the wattage of individual appliances, the new [Essential Circuit Wizard](#) developed by ElectricGeneratorsDirect.com simply factors the amperage ratings of the circuits you wish to back-up into the sizing tool.

"The objective of [home standby generators](#) is to restore power to mission critical circuits - not just a handful of appliances," said Hoch. "You can size your home standby generator by simply looking at your main electrical panel."

The Essential Circuit Wizard is surprisingly simple. Homeowners can print out a diagram of an electrical panel and check off the amperage of each essential circuit to be energized during an outage.

Once the circuits are identified, the homeowner inputs the information into the Essential Circuit Wizard, and it automatically sizes the generator based on the number and amperage of circuits.

Essential circuit standby generators come equipped with [automatic transfer switches](#) capable of restoring power to 8-16 circuits. The more circuits a homeowner wants powered; the bigger the generator they'll need.

Plus, the Essential Circuit Wizard checks for compatibility with all of the home standby generators sold on ElectricGeneratorsDirect.com.

"It will automatically alert you if a circuit in the transfer switch needs to be swapped by a professional electrician," said Hoch. "It will also tell you if there is extra power to energize a few additional circuits."

According to Hoch, homeowners wanting to power more than 16 circuits will need to purchase a more expensive



[whole house generator](#) instead.

Power Equipment Direct operates nine niche online superstores. In addition to ElectricGeneratorsDirect.com, the Bolingbrook, IL-based company operates AirCompressorsDirect.com, PressureWashersDirect.com, SnowBlowersDirect.com, MowersDirect.com, WaterPumpsDirect.com, SumpPumpsDirect.com, ChainSawsDirect.com and LogSplittersDirect.com.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

News Image



Baton Rouge Signs Company Prepares for 2009 Hurricane Season By Looking at 2008's Gustav

A [Baton Rouge signs](http://www.greaterbatonrougesigns.com) company (<http://www.greaterbatonrougesigns.com>) prepares for the 2009 hurricane season with a look back at the damage done by 2008's Hurricane Gustav to their customers' signs, such as Ambrosia Bakery. As a local company, Greater Baton Rouge Signs, is able to respond quickly to customers with missing or broken signage after a storm.

Baton Rouge, LA (Vocus) June 27, 2009 -- Officially starting June 1, the 2009 Atlantic hurricane season is forecast at a normal level. Experts predict up to three major storms reaching as high as category five and up to 14 named tropical storms. However, as residents in the Gulf Coast region know, hurricanes are not predictable, and preparations should start now for the upcoming months.

John Kovalcik, owner of Greater [Baton Rouge Signs](http://www.greaterbatonrougesigns.com), in Baton Rouge LA, has started to ready his customers and his staff now. Damage to signs from high winds and rough weather can have a big impact on business revenue at any time, but especially in the aftermath of a storm.

"We work hard to create a relationship with each of our customers. Hurricane Gustav from last August tested us on our response to getting our customers' signs back up as quickly as possible," comments Kovalcik.

Indeed, Hurricane Gustav blew through Baton Rouge on September 1, 2008, putting half of Baton Rouge residents without power for weeks, and caused roughly \$4.5 billion to \$10 billion in property damage, according to Louisiana Economic Development, with a heavy impact on business signage:

- * \$2 billion to \$4.5 billion for homes, vehicles and personal property
- * \$1 billion to \$2.5 billion for commercial structures, property and inventory
- * \$1.5 billion to \$3 billion for other property (e.g., agriculture, fisheries, infrastructure)

Kovalcik illustrates his company's efforts immediately after Gustav, "We had a sign that was installed days before Gustav. The sign was 98% complete on 8-22-08; then Gustav made landfall on September 1. Plus, we had a tornado that was a byproduct of the hurricane."

The damage was done to a joint project for The Magma Group, which consists of Ambrosia Bakery, Yvonne Kelleher's Rug Place, Lewy Physical Therapy. This project is a prime example of the damage potential from hurricanes. When the job was at the completion stage in late August, the hurricane destroyed the sign with over \$10,000.00 of damage.

The signs collection affected included the most popular signage available with [electronic message boards](#) and [lighted signs](#) (flexible panels illuminated with fluorescent lights).

With business directly affected by the hurricane, [Ambrosia Bakery](#), who provides cakes and baked good locally and ships [Mardi Gras King cakes](#) nationwide, understands the real economic impact of the sign damage. Kovalcik worked diligently with Felix Sherman Jr, of Ambrosia Bakery, who oversaw the sign project on behalf of The Magma Group, to get the sign replaced.



Kovalcik again, “Where we have completed the installation of Ambrosia’s new sign, there are businesses around Baton Rouge who still have not gotten a satisfactory response from their sign company for Gustav damage.” He continues, “As a local company we are able to be much more responsive to our customers with answers and on-site work.”

His advice to every business is to consider hiring a local, reputable sign company who will work with your business; you should not choose to be just the next customer to a large corporate sign shop. It is this personalized approach that Greater Baton Rouge Signs attributes to their credibility in the local market.

About Greater Baton Rouge Signs:

Baton Rouge signs company, Greater Baton Rouge Signs, specializes in providing signage for local businesses with responsiveness and customer service.

John Kovalcik, as a representative for a national sign manufacturer, developed ‘factory’ connections with numerous national manufacturers. With those relationships, Kovalcik set up his own, Greater Baton Rouge Signs.

For more information on Baton Rouge signs, please visit <http://www.greaterbatonrougesigns.com>, or contact John Kovalcik at (225) 937-3643.

About Ambrosia Bakery:

Owners Felix and Cheryl Sherman, natives of New Orleans, opened the doors at The Ambrosia Bakery on December 3, 1993.

After 15 years, the Ambrosia Bakery has lived up to its name “food of the gods.” They have brought to the people of Baton Rouge creatively designed and delicious cakes, mouth-watering desserts and a taste of New Orleans.

For more information on Ambrosia Bakery, please visit <http://www.ambrosiabakery.com/> or contact at (225) 763-6489.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



EcoloBlue Atmospheric Water Generators(AWG) Will Provide Pure Drinking Water Following a Natural Disaster.

Hurricanes, tornadoes, floods and other emergencies can cut off your water supply. EcoloBlue 28 Atmospheric Water Generators provide pure drinking water from the humidity in the air. This season families now have a new source of water.

Miami, Fla. (PRWEB) June 29, 2009 -- A person can survive only a short time without safe drinking water. In a natural disaster water can quickly become contaminated and unsafe to drink. Planning for a possible emergency will ensure pure drinking water in a real emergency.

EcoloBlue 28(AWG) and a power generator is an Emergency Water Supply for home or business. Battery packs, wind and solar energy are also options for running Atmospheric Water Generators.

Atmospheric Water Generators provide:

- Water for drinking.
- Water for cooking
- Water for taking medications.
- Water for cooling off after a storm.

EcoloBlue 28 produces up to 7 gallons a day. Stainless tank, biodegradable plastics and a filtration system make water that tests superior.

This new source of water provides an insured drinking water supply for Storm Season 2009.

Boil water alerts have no impact. Storms named Ana, Bill or Claudette will not interrupt pure drinking water.

EcoloBlue Life and Energy assists with family storm survival plans. Consumers in New York, California, Kentucky and Kansas are using EcoloBlue.

Emergency Officials are discovering this new source of water.

www.ecoloblue.com

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



The Weather Channel Interactive and Jose Cuervo Create Countdown to July 4

First Sponsored Holiday Countdown on weather.com Includes Original Content and Forecasts for Consumers

Atlanta, GA (Vocus) June 29, 2009 -- The Weather Channel Interactive (TWCi), in partnership with tequila producer Jose Cuervo Tequila, announces the launch of the “Countdown to July 4th,” an exciting new section celebrating Independence Day plans, activities and home entertaining tips at www.weather.com. Prepare for a patriotic backyard picnic or fireworks display with winning barbecue recipes, the best cocktail suggestions and the most accurate weather forecasts.

Visitors to weather.com will get detailed weather information and forecasts for July 4 events in their area and can prepare for the holiday with great party recipes, beverage selections and festive planning tips. Original content created by Cuervo and TWCi includes:

- 25 summer sippers for 25 cities – check out beverages for multiple cities throughout the country, ranging from a Peach Margarita in Atlanta to a Frozen Tropical Dream in Miami. For each city, get average July 4 conditions and featured drink recipes to help cool down and enjoy the holiday.
- Eight great states of barbecue – explore the different barbecue styles found throughout the United States, as well as a variety of recipes guaranteed to satisfy your holiday partygoers.
- What to bring? – a side dish recipe collection will have your contribution finished first.
- Mother Nature’s fireworks – a slideshow of lightning images – no matches required.
- Safety for the Fourth – tips on sun safety, summer health smarts and safe grilling.

“A collaborative effort between TWCi and Jose Cuervo, this online section is both fun and functional – a single place to find out not only what weather conditions you can expect for your holiday celebration but also how to host a memorable party,” said Sheila Buckley, vice president of national sales for TWCi.

This section will be featured prominently on the weather.com home page for the ten days leading up to July 4. This is the first-offered and first-sponsored holiday countdown on weather.com, and it leads to a landing page with custom content created by TWCi and Jose Cuervo specifically built for July 4. Similar opportunities will be offered by TWCi for upcoming holidays.

An industry leader, TWCi continues to develop innovative products for advertisers that allow for national reach with local contextual relevance through a technology called TWCi ADaptor. Unique to weather.com, ADaptor technology allows for real-time customization of ads based on weather, time and location of the consumer viewing the ad to enhance relevance and effectiveness. ADaptor ads will be made for the Jose Cuervo campaign throughout the summer, from “Countdown to July 4th” to “Countdown to Labor Day” leading up to Sept. 7. These creative units will feature additional seasonal recipes such as Cuervo Golden Margarita and Cuervo Pomegranate Margarita Martini.

“This is a tremendously interactive opportunity for our consumers to learn about the many variants that Jose Cuervo Tequila has to offer,” said Jim Schleifer, senior vice president, Jose Cuervo International. “With recipe recommendations aligning themselves to what the weather may be in their respective parts of the country, this



Web initiative is a great way for consumers to try our products in a variety of ways, and enjoy them responsibly.”

To get the holiday forecast and “Countdown to July 4th,” visit www.weather.com.

About The Weather Channel Interactive:

The Weather Channel Interactive (TWCI) is the leading provider of broadband and wireless weather products including weather.com, The Weather Channel Desktop and The Weather Channel Mobile. weather.com, the Web site of The Weather Channel, is the ultimate source of weather on the Web helping users plan their lives by delivering timely current conditions, expert forecasts and relevant lifestyle content for 98,000 location IDs worldwide. TWCI reaches more than 35 million unique users online each month and is the most popular source of online weather, news and information according to Nielsen//NetRatings. TWCI also provides consumers with unique and customizable products such as Desktop Weather, toolbars, extensions, widgets, gadgets, and a full lineup of mobile services including downloads, messaging, mobile Web, and mobile video. Other TWCI sites include forGetaway.com, a vacation home rental site, Forecast Earth, a site dedicated to the discussion of climate change, and a series of international sites, including www.weather.co.uk, www.meteo123.com, www.wetter123.com, www.canaldotempo.com and www.weather.com/espanol. For more information on The Weather Channel Companies, including press releases, images, executive information and backgrounders please visit www.weather.com/press.

About Jose Cuervo:

Jose Cuervo is the largest producer of tequila throughout Mexico and around the world. The Jose Cuervo portfolio of tequilas includes Jose Cuervo Especial, the number one tequila worldwide, Jose Cuervo Clásico, Jose Cuervo Flavored Tequilas, Jose Cuervo Black, Jose Cuervo Tradicional, Jose Cuervo Reserva de la Familia, Jose Cuervo Golden Margaritas, Authentic Jose Cuervo Margaritas and Jose Cuervo Margarita Mix. For more information, visit www.cuervo.com.

Jose Cuervo Tequila is imported and marketed in the United States by Diageo North America, a subsidiary of Diageo plc. Diageo is the world's leading premium drinks business with an outstanding collection of beverage alcohol brands across spirits, wine and beer categories. For more information about Diageo, its people, brands and performance, visit www.diageo.com.

Vive Cuervo, Vive Responsibly

About Diageo:

Jose Cuervo Tequilas are imported and marketed in the United States by Diageo North America, a subsidiary of Diageo plc. Diageo (Dee-AH-Gee-O) is the world's leading premium drinks business with an outstanding collection of beverage alcohol brands across spirits, wines and beer categories. These brands include Johnnie Walker, Guinness, Smirnoff, J&B, Baileys, Cuervo, Tanqueray, Captain Morgan, Crown Royal, Beaulieu Vineyard and Sterling Vineyards wines. Diageo is a global company, trading in more than 180 countries around the world. The company is listed on both the New York Stock Exchange (DEO) and the London Stock Exchange (DGE). For more information about Diageo, its people, brands and performance, visit us at <http://www.diageo.com>. For our global resource that promotes responsible drinking through the sharing of best practice tools, information and initiatives, visit DRINKiQ.com.



When enjoying this new product, and all its products, Diageo reminds its adult consumers to drink responsibly. As the world's largest spirits, wine and beer company, Diageo is committed to social responsibility and the responsible marketing of its brands. The Diageo Marketing Code is one of the most stringent in the industry. Diageo is a founding member and major supporter of The Century Council, a not-for-profit organization whose programs are designed to combat drunk driving and underage drinking.

Celebrating life, every day, everywhere, responsibly.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



Bestselling Author Mary B. Morrison and Celia Anderson Selected as Feature Authors at the 2009 Essence Music Festival in New Orleans

Ms. Anderson will be a featured panelist and Empowerment Seminar workshop conveyor on Friday and Saturday (July 3-4) from noon until 2:00 at the Ernest N. Morial Convention Center located at 900 Convention Center Boulevard.

Little Rock, AR (Vocus) June 26, 2009 -- Author Celia Anderson has been recently added to the list of prominent icons, including Dr. Bill Cosby, Dr. Juanita Bynum, Bishop T.D. Jakes, bestselling Author Mary B. Morrison and musical artists Maxwell, Beyonce´ and Anita Baker, invited to participate at the 15th Anniversary of the Essence Music Festival in New Orleans this year. Ms. Anderson will be signing in conjunction with the Empowerment Seminar workshops on Friday and Saturday (July 3-4) from noon until 2:00 at the Ernest N. Morial Convention Center located at 900 Convention Center Boulevard.

The Essence Music Festival will be the last event on a 12 city tour for Anderson that included Chicago, St. Louis and Los Angeles which began in May. "It has all truly been a blessing," she says, "Sometimes I still pinch myself." In only five short months, her novel, *Love, Ocean*, has gained national attention in the educational arena and currently being adopted in the curriculum of more than fifty schools and youth programs throughout the country.

Love, Ocean is the first of four in the Ocean Series. Anderson will also be published alongside E. Lynn Harris by Random House in a compilation of short stories entitled, *Love Is Stronger Than Pride*, with a tentative release date of July 2009. She uses her novels along with an interactive presentation for teenagers, entitled G.A.M.E.T.I.M.E (Gaining a Meaningful Education to Insure Maximum Elevation), to empower young adults who feel powerless to achieve greatness.

Love, Ocean is not a love story. It is however, a story about love and how "it" alone is the glue that holds America together.

For further information on Celia Anderson visit www.celiaanderson.com.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

News Image





California Shock Trauma Air Rescue (CALSTAR) Leads the Way in Pioneering Helicopter Modification Which is Expected to Greatly Enhance Safety and Save Lives

California Shock Trauma Air Rescue ([CALSTAR](#)) has the first helicopter in the world modified to allow for dramatically enhanced abilities and increased safety to make landings while using Instrument Flight Rules (IFR), Joseph Cook, CALSTAR's President and CEO announced today.

(PRWEB) June 25, 2009 -- [California Shock Trauma Air Rescue](#) (CALSTAR) has the first helicopter in the world modified to allow for dramatically enhanced abilities and increased safety to make landings while using Instrument Flight Rules (IFR), Joseph Cook, CALSTAR's President and CEO announced today. The modification, according to Cook, will no doubt save countless numbers of lives.

With [CALSTAR](#) having served as the pioneer for this new technology, it is anticipated that many rescue helicopters throughout the world will be modified in a similar way.

Deborah Pardee, director for CALSTAR's Coastal Valleys Region and who is based at CALSTAR IV in Ukiah, said flight crews are still training on the modified helicopter routes and approaches but they should be in use in the very near future.

Paul G. Likens, lead pilot for CALSTAR IV, explained that the new system will allow pilots to make significantly more landings in inclement weather. As an example, when making an approach to the Ukiah Municipal Airport, the Federal Aviation Administration (FAA) mandates that if pilots bring their aircraft down to an altitude of 1,107 feet above ground and still cannot see the landing site they must abort the landing. The new vertical guidance system will allow pilots to descend their aircraft to 364 feet to see the landing site. "This is a tremendous difference," Likens said. "We will be able to make landings that up until this modification would have been impossible."

Cook and Pardee noted that Likens worked tirelessly in collaboration with the system's developers--Hickok & Associates in Alabama--designer of the approaches and low altitude routes and Garmin International, designers of the aircraft avionics systems, for more than two years to get the system approved by the FAA. Garmin International is headquartered in Salem, OR. "It was a tedious, difficult process but it was well worth it," Likens said. "Without a doubt we will be able to more safely complete the transportation of the gravely ill and victims of trauma."

In addition to the new flight system, Hickok & Associates was able to establish nearly 200 miles of off-airway/feeder routes to provide Minimum Instrument Altitudes (MIA) enroute to approaches. "What this means is that we will be able to travel directly on our own private low altitude routes," Likens said.

Primary beneficiaries of the new system will be patients who need to be taken to or picked up from Ukiah Valley Medical Center (UVMC) in Ukiah, Mendocino Coast District Hospital (MCDH), in Fort Bragg, and Redwood



Coast Medical Services (RCMS) in Gualala. Two years ago CALSTAR placed an Automated Weather Observation System at MCDH. "With the addition of these new approaches, CALSTAR is in the best possible position to pick-up or deliver patients during inclement weather, particularly to its coastal medical facilities," Pardee said.

According to CALSTAR Director of Development and Outreach Mike Nichols, these dramatic improvements would not have been possible without the help of several very generous grants. "Our sincere thanks goes out to the Allen-Heath Memorial Foundation, the Community Foundation of Mendocino County, the George and Ruth Bradford Foundation, Wells Fargo and the Ukiah Wal-Mart Store," he said.

CALSTAR is a 501 (C) (3) non-profit organization that serves all of Central and Northern California as well as parts of Nevada. In September of this year it will mark its 25th anniversary. Cook noted that CALSTAR is widely recognized as being a leader in the industry. Since its inception CALSTAR has completed over 38,000 flights with an excellent safety record, with no aircraft accidents injuring either patients or crew members.

All flight crews are made up of a pilot and two registered nurses. "This is considered to be the gold standard for air ambulance Crews," Cook said. Pilots must have as a minimum a commercial pilot's certificate, an instrument rating and 3,000 hours as pilot in command.

CALSTAR is fully accredited by the Commission of Accreditation of Medical Transport Services (CAMTS), an internationally recognized agency that reviews, inspects and provides credentials to medical transport organizations that meet a comprehensive list of established standards.

As a non-profit organization, CALSTAR offers memberships to companies large and small as well as to individuals. For a nominal fee, individuals and their families can become CALSTAR members. If a member is flown by CALSTAR or one of its affiliates, CALSTAR will accept the patient's insurance reimbursement, if any, as payment in full.

For information on how to become a CALSTAR member call 1-888-207-LIFE (5433).

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You can read the online version of this press release [here](#).



Follow Kissimmee Power Outages on Twitter

Customers of Kissimmee Utility Authority can now receive updates on major power outages via Twitter at <http://twitter.com/KUAalerts>.

Kissimmee, FL (PRWEB) June 25, 2009 -- In preparation for this year's hurricane season, customers of Kissimmee Utility Authority can now receive updates on major power outages via Twitter at <http://twitter.com/KUAalerts>.

The Twitter updates compliment the KUA Alerts outage notification service that was launched by the utility in 2005.

After a hurricane or severe storm passes through the area, KUA will post regular messages, called tweets, with updates on power restoration progress in Kissimmee. Customers can follow the tweets on their cell phones, via instant messaging, RSS or on the Internet.

Signing up for a Twitter account is free and takes only a minute. To subscribe to the outage alerts, go to KUA's profile page (<http://twitter.com/KUAalerts>) and click on "Join today!" Think of a username, fill in a password, provide a valid email address and create an account. Once completed, account holders will automatically be following the outage alerts. Participants can unsubscribe from the service at any time.

Note: There are no charges for the updates, but standard text messaging rates or bundles may apply from your carrier.

About Twitter

Twitter is a free micro-blogging service that enables its users to send and read other users' updates known as tweets.

About KUA

Founded in 1901, KUA is Florida's sixth largest community-owned utility providing electric and telecommunication services to 62,000 customers in Osceola County, Fla.

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News Image



WSI Calls for Cool Period in Most of Eastern US, Warm West During Remainder of Summer

WSI and ESAI Say Cooler July Weather Will Engender Lower Loads, Moderate Power Prices for Energy Traders

Andover, MA (PRWEB) June 24, 2009 -- WSI expects the upcoming period (July-September) to average cooler than normal across the eastern third of the US, with above-normal temperatures common across the western US. The highest probability for a cooler-than-normal period is in the Southeast, while the Rockies and Pacific Northwest are most likely to experience above-normal temperatures. The WSI seasonal outlooks reference a standard 30-year normal (1971-2000).

"We expect the upcoming transition to warmer temperatures in the western US and cooler temperatures in the Southeast to be the prevailing pattern for the rest of the summer," said WSI seasonal forecaster Dr. Todd Crawford. "In the Northeast, the cool start will likely be representative of the pattern for the remainder of the summer, although occasional bursts of heat coming from the north-central US will likely impact the area from time to time. Looking farther out in time, the emerging El Nino event will likely play a significant role in determining the upcoming fall and winter pattern, although the magnitude and exact location of the warmest tropical Pacific Ocean temperature anomalies will be the final arbiter."

In July, WSI predicts regional temperature anomalies as follows:

- Northeast - Cooler than normal
- Southeast - Cooler than normal
- N Central - Warmer than normal
- S Central - Warmer than normal
- Northwest - Warmer than normal
- Southwest - Warmer than normal, except coastal CA

According to Paul Flemming, ESAI's Director of Power and Gas, "The WSI July forecast indicates slightly cooler-than-normal across most of the eastern portion of the country as well as California. The eastern states and California represent a large portion of US demand and cooler temperatures will mean lower loads, moderate power prices and lower natural gas demand from the power sector. Warmer temperatures in the rest of the country, particularly Texas, will offset lower power sector gas demand from the east."

In August, WSI sees the monthly breakdown as:

- Northeast - Cooler than normal
- Southeast - Cooler than normal
- N Central - Warmer than normal, except WI/IL
- S Central - Cooler than normal, except west TX
- Northwest - Warmer than normal



Southwest - Warmer than normal, except coastal CA

"The WSI August forecast indicates cooler-than-normal temperatures east of the Mississippi and in parts of Texas, with much cooler temperatures expected in all of the major load centers across the country, including California, Texas and the East," said Paul Flemming of ESAI. "In the absence of significant hurricane activity, cooler-than-normal temperatures across much of the country will result in lower power sector gas demand, increasing inventory build rates and downward pressure on prices. Lower power demand due to moderate temperatures and the economic climate will result in moderate power prices in the major markets. The cooler outlook reduces the likelihood of major heat events in the Northeast."

In September, WSI forecasts:

- Northeast - Warmer than normal, except PA/NJ
- Southeast - Cooler than normal
- N Central - Warmer than normal
- S Central - Warmer than normal
- Northwest - Warmer than normal
- Southwest - Warmer than normal

"The WSI September forecast indicates warmer-than-normal temperatures in most of the country and much-warmer-than-normal temperatures in Texas. Natural gas demand from the power sector is likely to be above average in September, but will not likely offset the trend towards very high inventories in early November," noted Paul Flemming. "Power prices in Texas could be volatile with higher probabilities of late summer heat events."

WSI, which provides customized weather information to energy traders, issues its seasonal outlook twice-monthly. The next new forecast package (for the August-October and September-November periods) will be issued on July 22.

About WSI:

WSI Corporation is the world's leading provider of weather-driven business solutions for professionals in the energy, agriculture, insurance, aviation, and media markets, and multiple federal and state government agencies. WSI is headquartered in Andover, Massachusetts with offices in Birmingham, England and was recently purchased by a consortium made up of NBC Universal and the private equity firms The Blackstone Group and Bain Capital. More information about WSI can be found at www.wsi.com.

About ESAI:

Since its inception in 1984, Energy Security Analysis Inc. (ESAI) has been dedicated to monitoring, analyzing, and synthesizing information about world-wide energy markets. Tapping the talents of its senior-level staff, ESAI provides clients with unparalleled insight into where the markets have been and where they are headed. ESAI provides ongoing systematic analysis of energy prices in the oil, natural gas, and energy markets. For more information on ESAI services, see www.esai.com.

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News Image





It Takes a Village (or Student Body) to Raise a Wind Turbine: Appalachian State University and Alteris Renewables Install Community Scale Turbine

Appalachian State University with project partner Alteris Renewables, Inc. will today complete the installation of a largely student-funded 100 kW wind turbine at the highest point on campus. The turbine was paid for in significant part by a student-elected renewable energy "tax."

Boone, NC (PRWEB) June 24, 2009 -- Appalachian State University with project partner [Alteris Renewables, Inc.](#) will today complete the installation of a largely student-funded 100 kW wind turbine at the highest point on campus just above the Broyhill Inn and Conference Center on the university's main campus. The Northwind 100 "Direct Drive" turbine is manufactured by Northern Power Systems of Barre, Vermont.

"It's a new moment for Appalachian State University and the state of North Carolina," said Patrick Beville, Design and Construction Project Manager for Appalachian, "We have strong wind resources in our state, and it's time for more institutions and businesses to take advantage of the opportunity to generate power from the wind as well as other renewable energy sources."

The wind turbine will generate around 145,000 kilowatt-hours of electricity per year, roughly equivalent to the electricity needs of about 10-15 American households per year.

A student-led initiative, the ASU Renewable Energy Initiative, began in 2004 with the goal of adding renewable sources to the university's energy mix. The students overwhelmingly agreed to contribute \$5 per student, per semester to bring renewable energy technologies to campus, including the wind turbine that will soon spin over the Broyhill Inn. New River Light & Power was also a large contributor to the purchase of the turbine, helping pay for costs not covered by the students' contribution.

Crystal Simmons, student project manager for the turbine installation, said, "This is very much a student-led achievement, from the initial conversations about bringing a wind turbine to ASU to raising the funds and spearheading this project."

"Appalachian State University and the student-led Renewable Energy Initiative on campus are setting a solid example for the next generation of energy use in North Carolina," said Bob Chew, President of the Wind Business unit of Alteris Renewables, "The fact that the students felt strongly enough about this project to contribute funds to help make this turbine installation possible should be a source of pride for Appalachian State University."

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About Appalachian State University:

Located in the Blue Ridge Mountains of northwestern North Carolina, Appalachian State University has built a national reputation for providing outstanding academics. With a student/faculty ratio of 17:1 and an average class size of 25, faculty members are able to take a personal interest in student progress, often becoming mentors, advisers, and friends. That can only happen in a close-knit community.

Nestled at the base of Howard Knob, the university is located in downtown Boone, NC (year-round pop. 15,000), a small town which thrives as one of the Southeast's premier tourism and outdoor recreation destinations. The nearby Blue Ridge Parkway and Pisgah National Forest provide a beautiful natural setting with unlimited possibilities for outdoor adventure.

Appalachian is a public institution and part of The University of North Carolina System.

About [Alteris Renewables](#):

Alteris Renewables is a full service renewable energy systems integrator and project developer with over 2,250 completed solar and wind installations. Alteris provides PV (photovoltaic - "solar electric"), solar thermal, and wind energy solutions for commercial, residential, education, municipal and institutional clients. The company has industry-leading expertise in engineering, design, project management, performance analysis, project financing and renewable energy credit programs. For more information, please visit <http://www.alterisinc.com>.

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You can read the online version of this press release [here](#).



WSI Issues June Update for 2009 Hurricane Season Weather Authority's Tropical Forecast Continues to Call for a Relatively Quiet Season

WSI Corporation's updated 2009 hurricane season forecast continues to call for 11 named storms, 6 hurricanes, and 2 intense hurricanes (category 3 or greater).

Andover, MA (PRWEB) June 23, 2009 -- WSI Corporation's updated 2009 hurricane season forecast continues to call for 11 named storms, 6 hurricanes, and 2 intense hurricanes (category 3 or greater).

These forecast numbers are the same as the previous WSI forecasts issued in April and May due to a continuation of relatively cool tropical Atlantic Ocean temperatures and a trend towards El Nino conditions in the tropical Pacific. The 2009 forecast numbers are quite close to the long-term (1950-2008) average of 9.8 named storms, 6.0 hurricanes, and 2.5 intense hurricanes, but are significantly lower than the numbers from the relatively active seasons of the past 15 years.

The 2009 WSI tropical forecast comes on the heels of a very successful 2008 forecast. The WSI December forecast values of 14 named storms, 7 hurricanes, and 3 intense hurricanes were slightly smaller than the final observed 2008 values of 16/8/5. The subsequent updates improved the forecast further, as the April 2008 updated forecast values of 14 named storms, 8 hurricanes, and 4 intense hurricanes were the most accurate amongst the publicly-available forecasts issued last spring.

"Ocean temperatures in the tropical Atlantic are cooler, relative to normal, than at any time since 1994," said WSI seasonal forecaster Dr. Todd Crawford. "Further, the new El Nino event continues to strengthen, and the recent patterns of tropical Pacific thunderstorm development have already responded to El Nino. This has resulted in an unfavorable wind shear environment across the tropical Pacific. This early emergence of this enhanced wind shear along with the relatively cool tropical Atlantic temperatures will almost certainly result in a less-active season than last year, and could potentially result in an unusually quiet season. While we have persisted our forecast numbers in response to the latest information, any future changes to our forecast are more likely to be towards smaller numbers than larger numbers."

Energy and agricultural traders, insurance professionals and risk managers look to WSI for accurate, timely weather information around the clock and across the globe. The next full seasonal forecast package, which will include forecasts for late-summer and early-fall temperatures in both the US and Europe, will be issued on July 21. The next update on the 2009 hurricane season will be issued on July 20.

About WSI

WSI Corporation is the world's leading provider of weather-driven business solutions for professionals in the energy, aviation, and media markets, and multiple federal and state government agencies. WSI is headquartered in Andover, Massachusetts with offices in Birmingham, England and was recently purchased by a consortium made up of NBC Universal and the private equity firms The Blackstone Group and Bain Capital. More information about WSI can be found at www.wsi.com.



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News Image





Gathi.com: New Target Sections Added

Gathi ads network extends its target industries to deliver even more visitors to their customers' websites.

New York, NY (PRWEB) June 20, 2009 -- Gathi (<http://gathi.com>), one of the leading advertising networks, is pleased to announce that even more publishers have chosen Gathi online promotion solutions for displaying and distributing their content. The project announces today the enlargement of its advertising service that brings significant revenue to its customers and partners. Gathi team has enjoyed their success in delivering the best advertising services in rapidly developing online industry. As a result, the project management responded to many requests and added a number of new target-industries sections to help both publishers and advertisers in reaching their new audience.

Gathi (<http://gathi.com>) operates on different levels depending on its customers' needs and provides the best solutions to online promotion campaigns. As the current economic situation requires even more efforts to maximize revenue adding new target-industries sections will certainly facilitate the return of investments. Online consumers' habits are changing quickly and the aim of online advertising technology is to provide them with new categories of websites that their potential customers are likely to visit. The core of successful advertising is hitting the right target-auditory. The easiest and fastest way to reach new audience is to become visible to the users of the most visited thematic websites and portals.

Gathi managers are the real professionals in predicting online users' needs and demands. Therefore the hotel accommodation portals were recently added. From now on Gathi provides its solutions via major providers of discount accommodation offers attracting over million new visitors monthly. Another large portion of visitors comes from the newly added world's largest sports and music ticket marketplace. This recent update provides both publishers and advertisers with even more terms and content and what is more important with more potential customers.

Gathi.com has set up a large collection of bookmarked sites and publications in the most efficient structure. Several subject portals will be launched in the nearest future in order to increase the productivity of advertising campaigns. This unique advertising network delivers its services through the most popular online sectors, such as humor, weather, global news, music and movie reviews, computer games and many others. The number of the unique visitors speaks for itself - Gathi network has already reached 10 million unique visitors per day and is constantly growing

About Gathi.com

Gathi (<http://gathi.com>) advertising network team represents a rapidly growing successful company with great experience in online advertising. The company's mission is to provide the wide range of services of highest quality. Professional co-operation with its partners based on trust and respect makes Gathi the best choice one can make to promote one's online advertising project. The latest technology efficiently optimizes traffic and brings target visitors to the customers' web pages.



In addition to professional and innovative approach to business, Gathi (<http://gathi.com>) also devotes much energy to the customer support. Whenever customer needs professional and rapid assistance, the experienced support team, available 24/7, reaches out its helping hand. With individual approach to each advertiser, Gathi ads achieved internationally recognized standards of excellence and popularity.

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You can read the online version of this press release [here](#).

UK Climate Projections Report from Defra Predicts Hotter Summers and Wetter Winters

Confused.com reminds homeowners about the importance of having contents and buildings insurance.

Cardiff, UK (PRWEB) June 20, 2009 -- The prospect of hotter summers is something that most people will welcome, but they forget that it can increase the chances of subsidence on their homes. And if followed by wetter winters, this could lead to greater flooding problems for homeowners.

Although these predictions are for quite some time in the future, we have already seen a dramatic change in the weather, and generally wetter winters mean that many households may experience flooding for the first time. Therefore it's essential to have [home insurance](#) in place, just in case.

Similarly, the housing boom of previous years means that more and more houses were built on less suitable land, and hotter summers may cause havoc by increasing subsidence. If you do get caught out, having [house insurance](#) is crucial in lessening the impact, by making it possible to replace anything damaged.

Darren Black, head of home and [contents insurance](#) at Confused.com says "Flooding is no longer confined to the current flood zones and, with wetter weather being predicted for the future, more houses are at risk. Whilst there are precautions that can be taken to minimise the effect, having home insurance will offer you real peace of mind that items can at least be covered if the worst happens"

"Similarly with subsidence, even new homes are susceptible, so it is essential to have your home insurance in place, to help make picking up the pieces a little less painful in the event that it does happen"

For further information please contact:

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Notes to editors

The UK's Climate Impact Programme was released Thursday 18th June 2009. For more details see <http://ukcp09.defra.gov.uk/index.html>

About Confused.com:

Confused.com is one of the UK's biggest and most popular price comparison services. Launched in 2002, it generates over one million quotes per month. It has expanded its range of comparison products over the last couple of years to include [home contents insurance](#), travel insurance, pet insurance, van insurance, motorbike insurance, breakdown cover and energy, as well as financial services products including credit cards, loans, mortgages and life insurance.



Confused.com has a panel of 60 home insurance providers and could save customers over £180* on their annual home insurance policy.

Confused.com is not a supplier, insurance company or broker. It provides a free, objective and unbiased comparison service. By using cutting-edge technology, it has developed a series of intelligent web-based solutions that evaluate a number of risk factors to help customers with their decision-making, subsequently finding them great deals on a wide-range of insurance products, financial services, utilities and more. Confused.com's service is based on the most up-to-date information provided by UK suppliers and industry regulators.

Confused.com is owned by the Admiral Group plc. Admiral listed on the London Stock Exchange in September 2004. Confused.com is regulated by the FSA.

* 24% of customers who received a home insurance quote in the first quarter of 2009 and provided a best alternative price saved over £180.74

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News Image



Weather Change Happening Already Says AA Home Insurance

Recent extreme weather has left households making insurance claims for flood and storm damage, underlining the Government's UK Climate Projections report, that suggests Britain can expect more of the same, says AA Insurance.

Basingstoke, Hampshire (PRWEB) June 20, 2009 -- Short, sharp storms brought chaos to householders in many parts of the UK this week, prompting new insurance claims for flooding, storm damage and lightning strikes, reinforcing the findings of the UK Climate Projections unveiled by the Environment Secretary on Thursday (18 June), says AA Insurance.

Last week some places in East Anglia, the South-West and South-East were deluged with their monthly average rainfall in just a couple of hours, along with high winds and violent thunderstorms in the latest of a number of 'freak' storms this year. Many families are counting the cost of the worst that the British weather can deliver.

Simon Douglas, director of AA [Home Insurance](#) says: "The UK Climate Projections, based on research by the Met Office's Hadley Centre, make grim reading and insurers will be considering how they can best support customers over coming decades. But while widespread flooding of the sort experienced in 2007 remains relatively rare even in identified flood-prone locations, the growing number of flash floods that can happen almost anywhere is a stark reminder of what is happening to the UK climate.

"We are getting claims from places where there is no previous history of flooding. Drainage systems are often unable to cope with some of the sudden and extreme downpours we have been experiencing. As a result, homes are being flooded in unexpected places.

"It's clear that there must be greater investment in flood defences while local authorities should also review their own flood handling capability. Ensuring storm drains are clear of damage and debris and upgraded where necessary would be a good place to start. Drainage problems often only come to light when it's too late, leaving families with an expensive mopping-up job to do."

"Home insurance, [contents insurance](#) and [car insurance](#) claims are a natural consequence of severe weather. Yet many people are cutting back on insurance which can be a big mistake."

AA Insurance says that recent weeks have seen a noticeable increase in the number of potential claims notified.

Douglas points out that the recession has led a fifth (22 per cent)* of home owners to cancel or not renew their home cover in a bid to cut their outgoings, and many will be regretting that decision now.

"The insurance industry has a good record for helping people who have suffered at the mercy of extreme weather and there is no reason to expect that to change. Now would be a very good time for those who have not renewed their cover to look for a more competitive insurer rather than cancelling altogether."

Case study:

Janet and Dennis Foker** of Carbrooke in Suffolk told AA Insurance claims staff: "There was a violent and very scary ice storm with huge hailstones that caused damage to buildings and cars in our village and piling up in drifts - feet deep in some places. The storm passed and the sun came out again, so all the ice started melting. Then freezing cold water started cascading through the back door. Shovelling the ice away and trying to block the door with towels and blankets seemed useless - the water poured in, then disappeared leaving us with ruined carpets and furniture and a big insurance claim.

"But we were lucky," she added. "Nearby houses and the village school were flooded with up to four feet of water and the school had to be closed. It's like our village was being picked on - it's first time we've ever had floods. Yet only a mile away there had been no rain at all."

*Source: Association of British Insurers, survey published 6 June 2009

**Details can be provided if required

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You can read the online version of this press release [here](#).



Pittsburgh-area Company Secures U.S. Border with a Mobile Solution

A newly finished, state-of-the-art U.S. Customs and Border Patrol processing and detainment tractor trailer, outfitted by Mobile Concepts by Scotty, will be commissioned for work in Florida during hurricane season.

Mount Pleasant, PA (PRWEB) June 20, 2009 -- Mobile Concepts by Scotty recently completed the first of three processing and detainment tractor trailers for the U.S. Customs and Border Patrol to assist in securing the country, beating out a larger competitor after submitting a bid and being awarded the contract.

The small, woman-owned company, located approximately 50 miles from Pittsburgh, has added tractor trailer outfitting to its list of products. Contrary to the current business trend in the U.S., Mobile Concepts continues to expand beyond that of their original scope to encompass many vehicle and trailer applications.

The tractor trailer will be making the first leg of its nearly 1,200 mile trip from Mount Pleasant, Pennsylvania, to Fort Belvoir, Virginia, where state-of-the-art mobile technology and satellite capability equipment will be installed. Following installation, the semi will be recommissioned and finish its trek to the Florida coast where it will be put on stand by for the hurricane season. The fully self-contained unit allows officers to arrest, process and detain an influx of offenders all within the tractor trailer.

The final two tractor trailers are expected to be completed in December, 2009, and February, 2010, respectively.

Mobile Concepts will continue to seek government contracts and expand their product line in order to boost the local, state and national economy.

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You can read the online version of this press release [here](#).



Bethel Organics, Inc. Wins Top Honors at 2009 All Things Organic™ Trade Show for 100% Biodegradable DOT Pots™

The first All Things Organic™ New Product Competition announced the best new organic products of 2009 during an awards ceremony held at the All Things Organic™ Conference & Trade Show in Chicago, IL, at the Lakeside Center at McCormick Place.

Arcadia, FL (PRWEB) - The first All Things Organic™ New Product Competition announced the best new organic products of 2009 during an awards ceremony held at the All Things Organic™ Conference & Trade Show in Chicago, IL, at the Lakeside Center at McCormick Place.

Bethel Organics Inc. won the Best Overall Organic Non-Food product for its [Real Organic Real Easy](#) Seed Starting Kit™. The kit includes the popular DOT Pots™ - 100% biodegradable containers that promote root growth and allow for easy transplanting. Unlike the traditional "peat pot" the DOT Pot is 80% wood fiber based. This 80% wood to 20% peat ratio requires zero glues and binders in the manufacturing process. Since nothing "extra" is added. DOT Pots™ have been listed by OMRI™ as 100% organic, making them the first 100% organic, biodegradable plantable pots in the world.

The kits also include everything an organic home gardener would need to get growing: seeds, soil tablets, fertilizer, wooden plant markers, and a garden almanac. The first kit features two popular plant seeds: tomato and basil. Other kits with different seeds will be seasonally available. Included items are either OMRI listed or USDA organic certified.

In addition to the non-food category prize, Bethel Organics' Real Organic Real Easy Starter Kit™ also won the New Organic Product Grand Award for highest overall score, with 296 out of a possible 300 points.

The 2009 Panel of Judges included:

- * Scott P. Silverman, Category Director (Natural & Organic), Winn-Dixie Stores, Inc.
- * Steve Schoultz, Director - Contract Manufacturing, Sara Lee Corporation
- * Vaughan Lazar, President/Founder, Pizza Fusion

"We're thrilled by this recognition," states Mike Pope, Bethel's Director of Sales & Marketing. "We put considerable effort into creating a product that today's consumer wants - an easy way to experience organic gardening with minimal impact on the environment."

For more information about Bethel Organics' Real Organic Real Easy Seed Starting Kit, visit <http://DOTpots.com>.

About Bethel Organics



Bethel Organics is a producer of premium quality organic gardening products designed for convenience, ease of use and enjoyment. Our goal is to foster and encourage better stewardship of our natural resources by researching and developing products to meet the highest organic standards with minimal environmental impact.

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Online Web 2.0 VersionYou can read the online version of this press release [here](#).



Sam's Club Summer Grilling Tip: Get Your Grill On This Father's Day Weekend with Sam's Club and Debi Lilly

Sam's Club continues their 100 Days of Summer celebration with these great grill tips from Debi Lilly.

Bentonville, AR (PRWEB) June 19, 2009 -- If you are one of the many Americans who are planning to grill this upcoming Father's Day, Sam's Club and Debi Lilly have a few "choice" tips to help you get your grilling skills back in top form. From great grill gear to efficiently utilizing your grill top, you too can give Dad the best Father's Day grill-out with these easy to follow tips.

"Having everything you need within arms' reach is key to a great grilling experience." said Debi Lilly, Celebrity Entertaining Expert and owner of A Perfect Event in Chicago. "No matter what size your patio or grill, preparing everything ahead of time by separating your meats, sauces and vegetables can make for less headache. Also, because different meats require different cooking times, it can be very helpful to organize your meats by type when placing them on the grill top as well." Debi also suggests these other grilling tips:

1) Choose better quality meat.

"Better quality Choice grade meat will definitely provide for better tasting results and presentation." stated Debi. "Beef and pork tenderloin, sausage and salmon can be prepared in a wide range of recipes. Thick cuts will hold up better and make it easier to please guests and family preferences from rare to well-done."

2) Add grilled vegetables and grilled fruit to your meal.

"Don't be scared to grill up your favorite vegetables or add grilled fruit to your grill mix." Lilly added "Corn grills beautifully, and I love adding pineapple or mango to the grill top as well." Debi continued that grilling fruit is super easy to do - just brush the fruit with a touch of olive oil and add directly to the grill top, cooking them alongside your main dish.

3) You can grill desert, too.

"No great grilling party is ever complete without desert, and S'mores are the perfect grill party desert. They are easy to make and you can make them a hundred different ways by mixing in whatever types of filling you like, from the traditional chocolate and marshmallow to peanut butter to caramel." Debi also suggested having the kids help to create their very own "S'more Surprise" desert.

Are you ready to get your grill on? Find these plus more great grilling tips, gear and recipes at samsclub.com/summer

Sam's Club 100 Days of Summer

Sam's Club is celebrating 100 Days of Summer with in-club events, an online resource center and summer-savings tips at samsclub.com/summer.



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Have questions about how Sam's Club can help you save on your summer celebrations? Call us!

1.800.SAMS.CLUB (1.800.726.7258)

Click

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Visit

Visit your local Sam's Club today to discover over 100 summer savings values!

For more information on Sam's Club 100 Days of Summer

<http://www.samsclub.com/summer>

Please direct all inquiries to:

Kristy Reed

800-331-0085

###



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Online Web 2.0 Version

You can read the online version of this press release [here](#).



Electric Generators Direct Lists Best Emergency Standby Generators

Electric Generators Direct Lists Best Emergency Standby Generators. Top Rated Standby Generators Recommended.

BOLINGBROOK, IL (PRWEB) June 18, 2009 -- ElectricGeneratorsDirect.com announced today their recommendations for emergency standby generators.

When the power goes out, you want to know that the standby generator you bought has enough power for the circuits you choose. Electric Generators Direct gives consumers honest, straight-forward standby generator recommendations.

Most retailers are loyal to whatever is on their shelves, according to Jon Hoch, founder & CEO of Power Equipment Direct - one of the fastest growing e-commerce companies in the United States.

ElectricGeneratorsDirect.com, however, isn't your ordinary retailer. The online superstore specializes exclusively in electric generators and carries more than 150 types of emergency generators from over a half-dozen leading brands.

The online retailer combined retail prices, recent sales history, customer reviews and personal insight to generate their final recommendations.

Once the dust and data settled, 3 [emergency standby generators](#), 3 [emergency home standby generators](#) capable of running an AC unit and 3 [luxury home stand by generators](#), sold by ElectricGeneratorsDirect.com were given their prestigious "Recommended" status.

Standby Generators (Homes No A/C)

Good: Generac Guardian Series™ 8 kW Emergency Power System - 5501

Better: Generac Guardian Series™ 10 kW Emergency Power System - 5502

Best: Generac Guardian Series™ 14 kW Emergency Power System - 5503

Standby Generators (Homes with A/C)

Good: Generac Guardian Series™ 17 kW Emergency Power System w/ Steel Enclosure - 5504

Better: Generac Guardian Series™ 20 kW Emergency Power System w/ Aluminum Enclosure & 200A SE ATS - 5744

Best: Generac QuietSource Series™ 22 kW Standby Power Generator (Premium-Grade) - QT02224ANAN

Standby Generators (Luxury Homes)

Good: Generac Guardian Series™ 25 kW Emergency Standby Power Generator - QT02516ANSN

Better: Generac Guardian Series™ 45 kW Emergency Standby Power Generator - QT04524ANSN

Best: Generac QuietSource Series™ 48 kW Standby Power Generator (Premium-Grade) - QT04842ANAN



In addition, Hoch personally wrote online reviews for each standby generator, explaining why the company recommended it.

By providing the recommendations and reviews, ElectricGeneratorsDirect.com hopes to arm shoppers with enough ammunition to pick the perfect standby emergency generator for their needs.

Power Equipment Direct operates nine niche online superstores. In addition to ElectricGeneratorsDirect.com, the Bolingbrook, IL-based company operates AirCompressorsDirect.com, PressureWashersDirect.com, SnowBlowersDirect.com, MowersDirect.com, WaterPumpsDirect.com, SumpPumpsDirect.com, ChainSawsDirect.com and LogSplittersDirect.com.

###

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6306850040

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You can read the online version of this press release [here](#).

News Image





BasicGov Recommends Adding Web-based Software to Local Government Checklist for Hurricane Contingency Planning

Hurricane season in North America officially started this month and web-based software like BasicGov is a recommended item for communities on the Gulf and Atlantic coasts.

Vancouver, BC (Vocus) June 16, 2009 -- Hurricane season in North America officially started this month and web-based software like [BasicGov](#) is a recommended item for communities on the Gulf and Atlantic coasts.

Local governments that use web-based software are in a better position to manage through the aftermath of a hurricane or other unforeseen disaster. With BasicGov not only will cities' important data be protected but community development departments can get back up and running immediately from any location with only a computer and Internet connection. Thanks to BasicGov, city staff will be able to swiftly start working with their citizens to start rebuilding their community.

"Hurricanes strike cities and counties on the Gulf and Atlantic coasts every few years and local governments take emergency preparedness very seriously. We've found that our BasicGov web-based software gives city officials one less thing to worry about when it comes to hurricane recovery," said David Roberts, President & CEO, CloudBench Applications.

"We have customers in the Gulf of Mexico hurricane region using our BasicGov web-based software," added Roberts.

BasicGov software is used by city managers, inspectors and staff in local governments across the United States and Canada to help with building and planning processes such as permits and code enforcement. As a monthly subscription based service, BasicGov is affordable and requires no capital expenditure.

To view demos of BasicGov software go to www.basicgov.com

About BasicGov

CloudBench Applications, Inc. (TSX VENTURE: CBH) (formerly Municipal Software Group, Inc.) develops, sells and supports BasicGov, an affordable web-based software used by small to medium-sized local governments to streamline their permits and inspections, code enforcement and planning processes. BasicGov is a reliable, secure solution delivered for an affordable price and the only web-based software for local governments built on Force.com, the cloud computing platform from Salesforce.com used by more than 55,000 organizations worldwide. BasicGov software requires only an Internet connection and a browser. Users pay a monthly subscription fee of \$119 per module and no capital investment is required. www.basicgov.com

Media contact: Susan Kirk, susan.kirk (at) basicgov (dot) com or 1.604.315.9959

Sales contact: Roula Fredrikson, roula.fredrikson (at) basicgov (dot) com or 1.866.999.1846 ext. 1



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You can read the online version of this press release [here](#).

News Image





"Hurricane Week" on The Weather Channel June 21-26 Will Prepare Viewers for 2009 Hurricane Season

The Weather Channel brings viewers drama, updates and information during "Hurricane Week" from June 21-26. The Weather Channel - the Hurricane Authority - will present new long-form programs, live on-location reports, and informative specials devoted to the amazing power of hurricanes.

Atlanta (PRWEB) June 17, 2009 - The Weather Channel brings viewers drama, updates and information during "Hurricane Week" from June 21-26. The Weather Channel - the Hurricane Authority - will present long-form programs, live on-location reports, and informative specials devoted to explaining, analyzing and raising awareness about the amazing power of hurricanes and the dangers presented during hurricane season, which officially began June 1.

"We are gearing up once again to provide the most comprehensive hurricane coverage anywhere," said Geoffrey Darby, executive vice president of programming for The Weather Channel. "Viewers turn to The Weather Channel and Hurricane Week for the most trusted coverage of severe weather to help prepare for what the season may bring."

"Hurricane Week" will include four new, hurricane-related episodes of popular series Storm Stories and the premiere of an original hurricane special titled Hurricane Force. The schedule includes:

- Storm Stories: Hurricane Andrew - Sunday, June 21, 8 p.m. ET

Florida residents are reminded in August of 1992 just how destructive a hurricane can be. The Hurricane Andrew experience is told through the eyes of a young couple expecting their first child and a TV meteorologist and crew who must heed their own advice and take cover.

- Storm Stories: Ivan/Cayman Islands - Sunday, June 21, 8:30 p.m. ET

Hurricane Ivan makes a devastating direct hit on the Grand Cayman Islands in September 2004. This episode weaves the incredible stories of shock and survival of two residents whose homes were literally ripped apart by the Category 4 hurricane.

- Storm Stories: Andrew - Homestead - Monday, June 22, 8 p.m. ET

The program tells the stories of two Homestead families that did not evacuate as Hurricane Andrew made a beeline towards South Florida in August of 1992, showing actual video from daring, all-night coverage (by now NBCU News Miami correspondent Kerry Sanders).

- Storm Stories: Ike's Storm Surge - Monday, June 22, 8:30 p.m. ET

This program follows three sets of Galveston County residents as they struggle for survival last September when the storm surge from Hurricane Ike came earlier than expected.

- Hurricane Force - Sunday, June 21, 9 p.m. ET

Narrated by Al Roker, this definitive hurricane hour uses 3-D graphics to show what a hurricane is, how it forms, and its accompanying dangers. The original HD documentary looks at extreme historic U.S. hurricanes, such as the deadliest, costliest, most intense, fastest-moving and the most destructive inland storms. Hurricanes are the deadliest natural disasters on the American continent, but we may not have seen the worst hurricanes can do. TWC looks at future possibilities and past stories from survivors, experts and storm chasers.



"Hurricane Week" also includes live reports and vignettes covering multiple locations and topics:

- Monday, June 22 - Jim Cantore live from the Bolivar Peninsula on the Gulf Coast in Texas, with updates after Hurricane Ike
- Tuesday, June 23 - Jim Cantore live on Galveston Island for more hurricane recovery
- Wednesday, June 24 - From Miami, Julie Martin visits the National Hurricane Center
- Vignettes will include a 2008 season recap, the economy and preparation, hurricanes and social networking, construction in Grand Isle, LA, Gulf Coast storm fatigue, and more

In addition, hurricane-related content will be available at www.weather.com online and on mobile.

About The Weather Channel Companies

The Weather Channel, a 24-hour weather network, is seen in more than 98 million U.S. households. The Weather Channel reaches more than 38 million unique users online per month through weather.com and products including The Weather Channel Desktop, making it the most popular source of online weather, news and information according to Nielsen//Net Ratings. The Weather Channel also operates The Weather Channel HD; Weatherscan, a 24-hour, all-local weather network; The Weather Channel Radio Network; and is the leading weather information provider for emerging technologies. This includes broadband and interactive television applications and wireless weather products including the most popular content site on the Mobile Web. The Weather Channel Companies are owned by a consortium made up of NBC Universal and the private equity firms The Blackstone Group and Bain Capital. For more information, visit www.weather.com/press.

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The Institutes Offer Helpful Hurricane Tips

[American Institute for CPCU/Insurance Institute of America](#) offer "Hurricane Helpful Hints" by Donna J. Popow J.D., CPCU, AIC.

(Vocus) June 16, 2009 -- The [American Institute for CPCU/Insurance Institute of America](#) offer the following article, "Hurricane Helpful Hints," by Donna J. Popow J.D., CPCU, AIC.

They often show up with little warning, bringing high-speed winds and torrential rain. These destructive forces of nature are unwelcome guests in any home.

Hurricane season is here. Are you prepared?

There are several precautionary measures you can take before the need arises:

- Check your policy - wind damage is usually covered by homeowners' policies, but flood damage is not.
- Buy flood insurance if necessary - water that accumulates in the street from rain or storm surge will be considered flood water.
- Check the policy limit - make sure you can rebuild for the amount you are insured. See if you have Actual Cash Value coverage or Replacement Cost coverage.
- Have a plan - know the steps you will take to prepare your home for a storm.
- Gather supplies - have the supplies you will need on hand at the start of the hurricane season, such as pre-cut plywood and sandbags.
- Secure your boat - if you own a boat, plan where you will take it in the event of a storm. Check your marina or dock contract to see if you are required to move the boat. Have the supplies on hand to prepare the boat for the storm, such as anchors, chains, and chafe protection.

When you receive warning of a storm, follow these guidelines before the storm arrives:

- If ordered to evacuate, do so - take your homeowners policy, auto policy and boat policy or the agent's name and phone number or the 800 number for your insurers.
- Take valuable items from your boat - take the loran, GPS, registration papers and log books. Do not try to weather a storm on board your boat.
- Collect supplies if you're staying home - make sure you have food, water, medical supplies, batteries, candles and pet supplies for three to five days. Don't stock up the refrigerator, but do turn the temperature to its lowest setting so food will last longer if you lose power. Stay indoors and avoid trees and flying debris.

Follow these instructions after the storm:

- Contact your insurer - advise your insurer of the damage. Give them a phone number where you can be reached, especially if you have relocated temporarily.
- Prepare an inventory of the damage - take photos. Keep track of money spent and keep receipts. Make temporary repairs if necessary.
- Check on your secondary home - make arrangements with a realtor or property manager to inspect it. Even if



there are no visible signs of damage on the exterior there may be interior water damage.

Helpful Web sites:

- www.disasterinformation.org
- www.boatus.com

Donna J. Popow J.D., CPCU, AIC, is senior director of knowledge resources at the [American Institute for CPCU/Insurance Institute of America](http://www.aicpcu.org) (the Institutes) in Malvern, Pa. She has responsibility for all aspects of claims education including the Associate in Claims designation program and the Introduction to Claims certificate program, which are among the Institutes' numerous educational offerings. Ms. Popow can be reached at popow (at) cpcuiia (dot) org.

Feel free to use this article as a bylined article in your publication or Web site or to quote from it as needed. Please contact Kara Davis at (610) 644-2100, ext. 7851 or davis (at) cpcuiia (dot) org for more information or if we can help you with property-casualty insurance issues related to other stories.

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www.aicpcu.org

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You can read the online version of this press release [here](#).

Pedata RV Advises How to Protect RVers from Raging Storms

Pedata RV offers safety tips for RVers facing storms in California, Oregon, Idaho and Indiana.

(Vocus) June 15, 2009 -- With storms raging across the country, [RVers](#) need to be prepared to evacuate if necessary. Flash flooding, high winds and mudslides are all potential threats. As storms move through California, Oregon and Idaho RVers should be equipped with safety information. Pedata RV offers safety tips for RVers facing storms in California, Oregon, Idaho and Indiana.

- Most importantly, have a first aid kit in the RV. Check the kit and replenish any supplies at least once a year as aspirin and ointments may expire.
- Keep a list of important phone numbers in the RV including emergency numbers and the number of a close friend that lives out of area. Make sure each family member has friend's number programmed into their phone in case the family is separated.
- Keep copies of important documents stashed away safely. Things such as passport, social security number and other items that may need to be replaced.
- If a Severe Weather Warning or Strong Winds are expected within 48 hours make a plan. If leaving the area is an option you may want to consider that for severe storms or flooding. If you live in your RV and strong winds are expected and you cannot leave the area, find a safe sturdy building to wait out the storm. Falling trees, flooding and lighting are all potential hazards.

"Whether your RV is your home or for traveling, personal safety comes first," says Clint Ethington of Pedata RV. "Be aware of the threats of mother nature and don't take any chances."

*Safety Information provided by the [American Red Cross](#).

For More Information:

For more information on Pedata RV Center or current trends in the RV industry contact Clint Ethington, General Manager, at [clint \(at\) pedatarvcenter \(dot\) com](mailto:clint@pedatarvcenter.com) or by phone at: 1-888-545-8314 or 520-807-0900. Or visit Pedata RV Center online at <http://www.pedatarvcenter.com>.

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You can read the online version of this press release [here](#).



Air France Flight 447 Recovery Assisted by U.S. Coast Guard and Advanced Search & Rescue Technology

The U.S. Coast Guard assisted the French authorities with the search for Air France Flight 447 by applying their new, advanced SAR software system called the Search and Rescue Optimal Planning System (SAROPS) that generates optimized search area predictions for objects missing at sea.

South Kingstown, RI (Vocus) June 11, 2009 -- U.S. Coast Guard [search and rescue](#) (SAR) experts based in the Portsmouth Virginia Rescue Coordination Center assisted officials at the Rescue Coordination Center in Gris Nez, France, with the search for Air France Flight 447 by providing information and advanced technology to help locate the plane's fuselage as well as recover passengers and crew who were lost in the crash.

The Coast Guard assisted the French authorities by applying their new, advanced [SAR software](#) system called the Search and Rescue Optimal Planning System (SAROPS) that generates optimized search area predictions for objects missing at sea. Recovery of bodies and debris is significant not only for families, but for crash investigators, said Mary Schiavo, a former inspector general for the U.S. Department of Transportation.

[SAROPS](#) includes a "reverse drift" capability, which predicts a search area based on the location where floating wreckage is found. This enables search planners to develop optimal search patterns, maximizing the probability of successfully locating search objects. By tracking information on when and where debris is found, the SAROPS system works backward using the weather, wind and sea conditions over a specified period of time to estimate a probable location of the plane. Based on this position, search efforts can be focused to find the plane's flight data recorders.

SAROPS provides rapid and optimized search and rescue predictions by incorporating the latest real-time and forecast [environmental data](#) such as wind and currents. The SAROPS system was developed for the U.S. Coast Guard (deployed in 2007), collaboratively by Applied Science Associates (ASA), Northrop Grumman, and Metron, Inc.

ASA delivers the crucial EDS: Environmental Data Server™ component of SAROPS, which quickly aggregates and feeds meteorological and hydrodynamic conditions to the SAROPS system. In search and rescue and recovery operations at sea, the faster responders can get accurate model predictions of search areas, the greater the likelihood is of locating persons in the water and floating wreckage.

"The software is designed to minimize data entry and the potential for error, resulting in more efficient recovery than ever before," explains Eoin Howlett, ASA's CEO and lead for the continuing development of the SAROPS system. "The ability to access a variety of data from satellite, in-situ observations, radar, and models allows the search and rescue controller to quickly evaluate possible scenarios."

The exact location of the crash has not yet been determined. The flight data and cockpit voice recorders also



remain missing, and may lay on the ocean floor. The area of ocean where the debris and bodies have been found ranges between 19,685 and 26,247 feet (6,000 and 8,000 meters) deep. The search area covers 77,220 square miles (200,000 square km), an area nearly as big as the state of Nebraska, but so far 29 bodies as well as pieces of the jet and luggage have been recovered.

Contact Lee Dooley by e-mail [ldooley\(at\)asascience.com](mailto:ldooley@asascience.com) or by phone +1 401-789-6224 for more information or for high resolution images of ASA environmental software system interfaces.

For more information about ASA visit <http://www.asascience.com>.

For more information about the U.S. Coast Guard visit <http://www.uscg.mil>.

About Applied Science Associates (ASA):

ASA is a global science and technology solutions company. Through consulting, environmental modeling, and application development, ASA helps a diverse range of clients in government, industry, and academia investigate their issues of concern and obtain functional answers.

ASA's solutions are based on applied science and advanced research. Our services and products, along with our staff's diverse technical backgrounds, are specialized in the analysis of marine, freshwater, air, and land resources; computer modeling of physical, chemical, and biological processes; geographic information systems (GIS); operational research; and data management.

Headquartered in South Kingstown, Rhode Island, ASA also has offices in Seattle, Australia, and Brazil. The company's website, www.asascience.com, provides numerous scientific reports written by its staff and extensive information about its products and services.

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You can read the online version of this press release [here](#).



Outdoor Entertaining That Even You Can Do: Sam's Club Offers Inexpensive Tips That Will Take Your Outdoors From Flat To Fabulous

Sam's Club continues their 100 Days of Summer celebration with these DIY, sun-sational outdoor entertaining tips from Debi Lilly. Designed to be quick, easy, and inexpensive, Debi will help you transform your outdoors into the perfect summer entertaining destination.

Bentonville, AR (PRWEB) June 12, 2009 -- You know the feeling - that creeping sense of dread at the mere sight of the impromptu group gathering in your backyard. Not to worry! If you have entertaining anxiety, Sam's Club is here to help. With these super-easy-to-do, low-cost-high-polish outdoor entertaining tips from Debi Lilly, you too can host a spectacular outdoor party this summer.

Whether it's just a few close friends or your closest fifty, Debi offers easy outdoor entertaining advice that will make any gathering you host shine. "Outdoor entertaining doesn't have to be difficult," says Debi Lilly, celebrity lifestyle and entertaining expert. "With one or two new key pieces, you can easily transform your outdoors into the perfect entertaining space." Debi offers her top three tips to ensure that your outdoor event is a success:

1) Pair old with new.

Try adding a new accessory to your outdoor furniture for an updated look and feel. "You don't have to buy a whole new patio set to make your backyard feel new again." Debi stated. "You will be amazed at how adding an outdoor rug or brightly colored patio cushions can revitalize the look of your existing set."

2) Go organic.

"My favorite way to add "zest" to a party is to use the whole rind of a lemon or orange to serve delicious frozen summer desserts in - they make wonderful, brightly colored natural bowls." Lilly added that by using the rinds, you have less to throw away, with less impact on the environment.

3) Be bright, be bold.

"Plate and drink ware designed specifically to endure the rigors of outdoor entertaining can be found inexpensively and are another quick and easy way to add that extra touch to your outdoor gathering." Debi also suggested finding sets with bright colors or bold patterns to help pull together the overall feel of your outdoor event.

Did you find these tips helpful? Find these and more sun-sational tips at samsclub.com/summer

Sam's Club 100 Days of Summer



Sam's Club is celebrating 100 Days of Summer with in-club events, an online resource center and summer-savings tips at samsclub.com/summer.

Follow Sam's Club Deals on Twitter

Follow Sam's Club Deals on Twitter: <http://www.twitter.com/samsclubdeals>

Facebook Us!

Visit our Facebook Page: <http://www.facebook.com/samsclub>

Call

Have questions about how Sam's Club can help you save on your summer celebrations? Call us!
1.800.SAMS.CLUB (1.800.726.7258)

Click

Surf over to www.samsclub.com/summer to get great grill ideas and find sun-sational summer savings during the Sam's Club 100 Days of Summer!

Visit

Visit your local Sam's Club today to discover over 100 summer savings values!

For more information on Sam's Club 100 Days of Summer

<http://www.samsclub.com/summer>

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



Surfline Launches New Gear Guide Presented By Rusty

Surfline, the world's most popular surf-related website, announced today that it has launched a comprehensive, informative new channel focusing on surf gear, equipment and accessories. Titled "Surf Gear," the new channel features an overview of all the surf-specific products available in the market today, ranging from surfboards to boardshorts to fins to wetsuits and much, much more.

Huntington Beach, CA (PRWEB) June 11, 2009 -- Surfline, the world's most popular surf-related website, announced today that it has launched a comprehensive, informative new channel focusing on surf gear, equipment and accessories. Titled "Surf Gear," the new channel features an overview of all the surf-specific products available in the market today, ranging from surfboards to boardshorts to fins to wetsuits and much, much more. With this valuable new content offering, visitors to the site can choose from a list of categories and/or companies and gather information about the equipment they need to pursue their wave-riding passion.

The new Surfline channel, presented by legendary surf brand Rusty, incorporates a wide-range of components to inform and educate readers about contemporary surf gear -- reviews by long-time consumer critic Mark Anders showcase products worthy of viewer interest and investment; blogs by equipment experts examine new trends in manufacturing and design; a glossary provides an understanding of the argot of the surf gear world; a directory lists the companies that make the stuff; and a host of special features highlight all the latest breakthroughs in the surf gear world. Rusty President Charlie Setzler says "Surfline is fulfilling the consumer's appetite for information and providing a format to learn about all of the great products that our industry offers in one easy location. As a brand that is founded on the most essential tools of surfing, we are super stoked to be a part of this new channel."

With the hundreds of product choices out there, it is exceptionally difficult for consumers to find accurate and up-to-date information about 21st Century surf gear and equipment. Surfline provides this information...all in one place.

To visit Surfline's all-new, all-encompassing "Surf Gear" channel, go to <http://www.surfline.com/gear/directory/>

About Surfline/Wavetrak, Inc.

Surfline is the leading provider of surf report, forecast and editorial content to consumers, businesses and government agencies worldwide. Headquartered in Huntington Beach, California, Surfline delivers timely, accurate and comprehensive data on a daily basis via wireless web and the Internet. Surfline has an extensive camera network of over 100 surf cams and recently launched the new HD surf cam network. The company's world-renowned website, Surfline.com, is visited by over 90,000 unique people per day and over 1,000,000 per month -- the largest and most loyal audience of surf and beach enthusiasts in the world. Since 1985, Surfline has merged premier surf report, forecast and editorial talent with industry-leading technology to produce "must-have" content of unparalleled quality aimed at active participants in the sports of surfing, windsurfing, bodysurfing, bodyboarding, and kitesurfing. Surfline/Wavetrak, Inc. also produces Buoyweather.com, which focuses on marine weather around the world, and is an in-depth forecasting tool utilized for fishing, boating, yachting and more.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



The Weather Channel Reveals New Series, Specials and Programming for 2009-2010 Season

Launches to Build on Already Successful Year for The Weather Channel

ATLANTA (PRWEB) June 11, 2009 - Following the recent news of Al Roker joining the network for his own weekday morning program debuting July 20, The Weather Channel® (TWC) announces additional series, specials and programming planned throughout the 2009-2010 television season. The announcement comes at a time of recent achievements for the all-weather network, including the successful spring relaunch of popular series Storm Stories that prompted the network to renew the show and begin production on its next season.

As announced April 29, Al Roker, widely recognized as America's favorite weatherman, has been named host of Wake Up With Al, a new weekday morning program on TWC. Roker will join TWC's Stephanie Abrams, who will serve as his co-host on the one-hour program which will air weekdays from 6-7 a.m. ET and premiere July 20.

Along with the launch of a new morning show, several of TWC's most popular personalities will be moving to new times on the daily schedule. Stephanie Abrams, slated to begin her new show with Al Roker July 20, will move to mornings June 22 with her current co-host Mike Bettes to host Your Weather Today from 7-10 a.m. In addition, Storm Tracker Jim Cantore will return to evenings June 22, when he and Alexandra Steele will co host Weather Center from 7-10 p.m. weeknights.

Long-form series and programming remains a popular part of The Weather Channel day, and new programs for the 2009-2010 season will include:

- Cantore Stories - Storm Tracker Jim Cantore visits the most extreme weather environments in America to meet the people who thrive there. New episodes will feature climate extremes such as the Louisiana bayou; the Hawaiian rainforests; and International Falls, Minn. The 2008 pilot introduced viewers to Barrow, AK , residents, and its ratings demonstrated a 23 percent average increase over lead-in. Coming to The Weather Channel in late 2009.
- Weatherproof - Explore the "what ifs" of extreme weather conditions. Viewers will see the science behind the weather in a fascinating, entertaining way while "weather testers" put everyday items through extraordinary weather conditions and answer questions like, "can lightning knock a plane out of the sky?" or "can I drive out of raging floodwaters?" Coming to The Weather Channel in late 2009.
- Breaking News Specials - As the weather continues to make headlines, these timely news specials will be produced within 10 days of major U.S. weather events to reveal how people prepared for and triumphed over nature. Coming to The Weather Channel in late 2009.
- America's Worst Weather: Caught on Camera - Witness the most dangerous storms to strike the United States, as captured by the people who barely survived them. Coming to The Weather Channel in spring 2010
- Tornado Chasers - The Weather Channel mixes forecasting with storm chasing while embedding viewers within an army of brave scientists for action-packed adventure. Coming to The Weather Channel in fall 2010.
- Storm Stories - New Season - The most-watched series on TWC has been renewed and returns with an all new season of episodes narrated by Jim Cantore. Viewers will see more compelling stories of survival and eyewitness accounts of rescuers as they battle Mother Nature at her worst. Season 3 premiering in late 2009.



- Hurricane Force - Wednesday, June 24, 8 p.m. ET - The definitive hurricane hour, this documentary goes inside the hurricane with 3-D graphics to show what it is, how it forms, and its accompanying dangers. The episode looks at past U.S. hurricanes, future possibilities, and stories from survivors, experts and storm chasers and is a part of the network's Hurricane Week programming.

Programming at The Weather Channel has already seen great success in 2009. With the February re-launch of Storm Stories, the premiere episode grew the time period 60 percent among A25-54.1 Since that time, Storm Stories (Sa-Su 8-9pm) is averaging +38% higher than the same period a year-ago. 2 In addition, TWC's weekend primetime block (Sa-Su 8-11pm) is up 34% from a year-ago. 2 Already the number one brand in reach in the news and information category,3 The Weather Channel also has the youngest audience among all cable news networks.4

1 TWC Consumer & Strategic Research/StarMedia/NPower/Live Coverage Ratings/Storm Stories Premiere: 2/22/09/Total Day: 6am-6am/Q109TD: 12/28/08- 2/21/09/3 Minute Qualifier/Q109TD Duplication

2 TWC Consumer & Strategic Research/Galaxy Explorer/Live Total US A25-54 Delivery, 2/22-5/31/09/Year-ago Time Period Averages: 2/24-6/1/08

3 Nielsen Fusion. Average Monthly cable-only duplicated viewer 2+ and online audience of June-August 2008

4 Nielsen Media Research via Startrak, Median Age; 2009td - (12/29/08-05/31/09), TWC (tied) with HLN

About The Weather Channel Companies

The Weather Channel Companies (TWCC) is made up of The Weather Channel Network (TWCN), The Weather Channel Interactive (TWCi), and Weather Services International (WSI). The Weather Channel® is based in Atlanta and is seen in more than 98 million U.S. households. TWCN also operates Weatherscan, a 24-hour all-local weather network; The Weather Channel Radio Network; and The Weather Channel HD. TWCi, which includes the weather.com® site, The Weather Channel Desktop and The Weather Channel Mobile, reaches more than 38 million unique users online each month and is the most popular source of online weather, news and information according to Nielsen/NetRatings. WSI, headquartered in Andover, MA, primarily provides business-to-business weather services, particularly for the media, aviation, marine and energy sectors. TWCC is owned by a consortium made up of NBC Universal and the private equity firms The Blackstone Group and Bain Capital. For more information, visit www.weather.com/press.

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The Public Adjusters Increase Settlement Offer for Galveston County Hurricane Ike Victim by \$143,000

After three fourths of a year waiting on insurance settlements, and delaying the beginning of the rebuilding process, some Hurricane Ike victims with insurance claim are beginning to finally hear some good news. One such victim just received a \$143,000 settlement increase after hiring The Public Adjusters, an independent public insurance adjusting firm, to document, negotiate and settle their insurance claim dispute.

(PRWEB) June 10, 2009 -- After three fourths of a year waiting on insurance settlements, and delaying the beginning of the rebuilding process, some [Hurricane Ike](#) victims with insurance claim are beginning to finally hear some good news. One such victim just received a \$143,000 settlement increase after hiring [The Public Adjusters](#), an independent public insurance adjusting firm, to document, negotiate and settle their insurance claim dispute.

One Galveston County resident was offered an initial insurance claim settlement amount of \$58,000 for the wind damage done to his residence by Hurricane Ike. The intense storm made landfall in the early morning hours of September 13, 2008, and has been tagged as the third most costly hurricane in our nation's history. Dissatisfied with the amount he was offered, the owner sought the services of The Public Adjusters to assist him in addressing issues surrounding his claim.

Initially, the homeowner thought his Hurricane Ike insurance claim should have been in the neighborhood of \$80 - \$100,000.

"I was out of my league dealing with these adjusters and insurance company executives," said the homeowner, "but I knew what they had offered me was not right. I could not even begin to rebuild my home with that amount of money."

The Galveston County resident said he researched the available personnel and firms that could help him and chose The Public Adjusters based on their excellent track record in previous disasters. "The Public Adjusters has a 100 percent success rate in re-opening and dealing with these types of claims."

The Public Adjusters reviewed all pertinent facts and found hidden damages that had not been included. "Several additional areas of the structure had sustained damages," said Kenneth Browne, P.A., and chief operations officer of The Public Adjusters. "A complete inspection made of the property, along with the insurance company's representative, brought these items into discussion."

Because of intense training, years of experience, and diligent attention to detail, The Public Adjusters was pleased to be able to increase the settlement offer to \$201,000, thus making it possible for this family to rebuild their home and return to their normal standard of living.

People affected by Hurricane Ike still have time to go after additional money from insurance companies. In the state of Texas, people have two years to file a supplemental claim for damages.



A public adjuster is an insurance claims adjuster who is an advocate for and is paid by the policyholder in the negotiation of an insurance claim. Aside from attorneys, public adjusters are licensed by state departments of insurance to legally represent the rights of an insured person during the insurance claim process.

According to the company's President, Ronald F. Delo, The Public Adjusters has represented the interests of over 10,000 policyholders for more than 25 years, garnering settlements in excess of \$20 million and increased settlements that approach the \$2 million mark. Company principles serve as expert advisors for radio station CNN650-AM in Houston.

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News Image





Weathering the Storm: Farm Bureau Financial Services Offers Preparation Tips for Anticipated Volatile Tornado Season

As we enter peak tornado season, meteorologists and storm chasers are predicting 2009 to be one of the most active tornado seasons in more than 10 years, according to StormChase.com.

Des Moines, Iowa (PRWEB) June 10, 2009 -- As we enter peak tornado season, meteorologists and storm chasers are predicting 2009 to be one of the most active tornado seasons in more than 10 years, according to StormChase.com.

Each year, storms threaten destruction, devastation and death. In fact, during the past 50 years, more than 40,000 tornadoes have occurred in the United States causing more than \$25 billion in damage.

Being prepared for a severe storm or tornado is about more than just hunkering down in a basement when the sirens sound. Key steps can and should be taken in advance to protect your family, your belongings and yourself from these often dangerous storms.

"While it's impossible to predict or even prevent a tornado or other natural disaster, there are definite preparedness tips people can follow to help increase their safety and security," said Dan Behrens, Claims Director for Farm Bureau Financial Services. "The key to being safe is to know what to do when a tornado is approaching as well as what you should do after the fact if such an unfortunate event occurs."

Farm Bureau Financial Services has developed the following insurance insight and storm preparation tips available at SimplifyMyInsurance.com/storm. These include:

- Tip No. 1 - Develop a family emergency plan. Not everyone may be together when a tornado or storm occurs. Planning how you will contact one another can help save precious time and calm fears.
- Tip No. 2 - Create a safe area in your home. Talk with your family about the safest place to gather, generally a basement if you have one or the lowest level space available near the center of the house without windows. Also think about space for your pets.
- Tip No. 3 - Take inventory of your belongings. Create a list of valuable items in your home, from electronics to collectibles. In the event of a disaster, this will help you not only remember the contents of your home, but assess their value as well. SimplifyMyInsurance.com offers a [home inventory](#) tool to make this process easy.
- Tip No. 4 - Put together a [storm emergency kit](#). Before the storm hits, take the time to put together items you may need in case of a disaster. These may include a flashlight, batteries, bottled water, first-aid kit, radio, medications, blankets, etc.

The key to making these tips successful is to make sure everyone in the family knows the plan well in advance of



a storm or tornado situation.

In addition, experts recommend that people review their insurance coverage to make sure it's up to date, reliable and covers the things they need, from their home and belongings to their cars, boat, etc.

"I think one of the nice things from our situation was knowing we had enough coverage, said Mark Haren, a resident of Parkersburg, Iowa, who lost his home in the town's EF5 tornado one year ago. "I mean, insurance was the one thing that we really didn't have to sit back and start stressing about."

In other words, when things go wrong, such as a tornado or other natural disaster, victims need their insurance to go right. For Farm Bureau Financial Services, making things right for their customers includes a single deductible for all property damaged in a single occurrence. Farm Bureau's Members' Choice coverage offers one premium, one deductible and one agent to handle claims for a customer's home, car and other possessions. When Parkersburg, Iowa, was struck by a tornado, many families benefited from the convenience and ease of a combined policy as they faced a multitude of decisions and challenges after the storm.

"You know the nice thing about Farm Bureau and the claims process we went through was that it was one thing we didn't have to think about, one thing we didn't have to worry about," said Tim Cuvelier, another Parkersburg resident who lost his home in the storm. "That was all taken care of and it's allowed us to really focus on, you know, getting our lives back together."

For more information on storm preparation as well as more stories about customers who weathered the Parkersburg storm, visit www.fbfs.com/Parkersburg.

About Farm Bureau Financial Services

Through an exclusive, multi-state agent force, the companies affiliated with the Farm Bureau Financial Services brand underwrite, market and distribute a broad range of financial services products, including life insurance, investments, annuities, property-casualty insurance products and services and more, to individuals and small businesses within a marketing territory that includes 15 states. For more information about products and services, log on to www.fbfs.com, or call or visit your local Farm Bureau agent. Follow Farm Bureau Financial Services on Twitter, @FBFS.

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