HURRICANE PREPAREDNESS

Early preparation increases safety and reduces stress

Build an emergency hurricane kit. Include food and water, flashlight, first aid supplies, battery powered radio, whistle to signal for help and hand tools.

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Stay in touch with family and roommates. Cell phone apps are available that can help notify people where you are and if you are safe.

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Get gas. Fill up your car before the storm to avoid long lines. Have extra gas available for your portable generator.

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Communities have safe evacuation plans in place. Take time to learn yours before you need to use it.

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Locate the nearest shelter. If you are not able to relocate outside of the evacuation zone, find the nearest hurricane shelter. Public shelters are often available in schools, information centers and churches. If you have pets, be sure it is pet-friendly.

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Store an ax in your attic in case you need to move to the rooftop. If necessary you will be able to get into the attic and chop a hole through the roof to escape.

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Protect your home with hurricane shutters or board up windows and doors. Keep in mind the garage door is the most vulnerable entrance to your home.

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Have backup power available. If you already own a backup or portable generator, complete the maintenance to be sure it is functioning properly.

GENERAC PROVIDES LOCAL EXPERTS TO ADD RELEVANCE

Our products are supported by a 5,000+ nationwide dealer network, providing sales, parts, service and installation expertise. In addition to delivering real value to customers, Generac is available to serve as a resource for local media.

SPOKESPEOPLE IN YOUR NEIGHBORHOOD BRING EXPERTISE AND FAMILIARITY

Generac dealers are available in your community to share safety tips, conduct demonstrations and handle interviews in-studio or on-site. Whether it is before or after the storm, add value to your story by including an expert who is living with the same challenges as your audience and can provide suggestions to help them feel and stay safe.

WHAT DO HOMEOWNERS FEAR MOST DURING A STORM?

Power outage: 25%

Dangerous road conditions: 15%

Flooding: 12%

Vehicle damage: 4%

Downed trees: 4%

Downed power lines: 4%

Source: 2015 Ipsos Power Outage Consumer Survey

According to a recent survey, losing power is a homeowner's number one fear in the event of a storm.

GENERAC HAS A SOLUTION.

Owning a portable or home standby generator provides peace of mind. Preparedness puts the homeowner back in their comfort zone.

DON'T JUST REPORT THE PROBLEM, PEOPLE WANT A STORY ABOUT SOLUTIONS

A post-Katrina media analysis showed 78% of 1,590 articles focused on response and recovery, only 8.9% emphasized mitigation and preparation.

Of the articles focusing on preparation, 65% appeared in national newspapers and only 35% were published locally.

BEGIN COVERAGE AHEAD OF THE STORM BY SHARING WAYS TO STAY SAFE

"Public health messages promoting local preparedness and coordinating expert planning efforts are increasingly important."

American Journal of Public Health, April 2008

REALIZING THE PRICE OF POWER

Business interruption insurance policies don't cover all the damages resulting from an outage making disaster preparedness vital to protect your business. The demand for electricity has jumped 400% since 1990. During a power outage, energy intensive businesses, such as supermarkets, can lose up to $4,300 worth of product an hour.

OPERATING WITH THE LIGHTS OUT ISN'T JUST INCONVENIENT, IT'S EXPENSIVE

Research shows the average outage lasts eight hours which comes to $196,056 per year in sales lost during power outages. For every dollar spent on mitigation, $4 can be saved in disaster recovery. A standby generator typically pays for itself after one outage.

Source: Global Enterprise Solutions

NEVER OPERATE A PORTABLE GENERATOR INDOORS

Not inside the garage, basement crawl space or enclosed areas even if they have ventilation. Always use portable generators outdoors maintaining a safe distance from doors, windows and vents.

PORTABLE GENERATORS OFFER SECURITY BUT MUST BE OPERATED SAFELY

Beware of fire risks. Make sure the generator is cool before you handle it. Store fuel away from living spaces in easily identified containers and be sure the exhaust and intakes are not blocked.

STAY SAFE WHILE KEEPING THE LIGHTS ON

Avoid electrical hazards. Never plug a portable generator into a wall outlet to backfeed emergency power into your home. Keep the generator dry, on a flat surface and use heavy-duty, outdoor extension cords.

power
for ALL