



## AccuWeather Provides Client With 37 Minutes of Advanced Notice Before Threatening Southeast Tornadoes

**When Severe Weather Spins Up Quickly, a Trusted Weather Partner Provides the Most Accurate Weather Warnings, Helps Businesses Develop an Emergency Action Plan with the Confidence to Know When to Act.**

Tornadoes slammed into communities in Alabama, Georgia and Florida on Sunday, March 3, 2019, claiming the lives of at least 23 people, aged 6 to 89, and causing injury to over 100 in addition to widespread damage to property. These severe weather events serve as a reminder that the time is now to put a proactive weather safety plan in place to minimize risk and protect people and property from death, destruction and injury. AccuWeather cautions that it only takes one destructive weather event to wreak havoc on a family, home, business or community.

In Cairo, Georgia, a southeastern municipality of 9,733 people still recovering from damage sustained during Hurricane Michael only five months prior, a powerful tornado with 120 mph winds tore through the downtown. While there were no deaths or injuries reported in Cairo, there were many reports of roofs ripped from homes, bricks sheared off building exteriors, downed trees, street lights and power poles as well as other significant damage to homes and businesses. Residents and public officials reported that streets were littered with twisted pieces of tin and other dangerous debris. Cairo Mayor Booker T. Gainor noted how suddenly the storm came and how quickly it left.

AccuWeather issued its first tornado warning to its business customers in the Cairo area at 6:20 pm CST, providing 37 minutes of valuable advanced warning to enact emergency plans, cease operations that would be impacted by the storm, secure property if necessary, and get people to safety. By contrast, government warnings provided just 6 minutes of advanced

notice. Separate tornadoes touched down in Gadsen County, Florida that same weekend with 100 mph winds at 6:42 pm CST and 6:43 pm CST respectively; AccuWeather issued warnings at 6:22 pm CST, providing 20 minutes of notice before the storm. Government warnings for this storm were issued with a full 2 minutes after the tornado had touched down.

Needless to say, the extra time to prepare provided uniquely by AccuWeather's expert meteorologists enabled more time for people to get to shelter and in a more orderly fashion. So often in emergencies from severe weather, the circumstances dictate quick evacuations and other scenarios that without adequate notice can result in rushing, chaos, injury and confusion. The more advance notice ahead of the impending severe weather, the safer and smoother emergency plans are implemented without incident. The storm in Cairo was moving very fast, 60 mph at some points, which makes advanced warning time even more critical and valuable. These storms underscore the need for proactive warnings.

Several AccuWeather clients received notice about the southeast storms from AccuWeather and immediately put emergency plans into action. "Many of our business clients conduct operations outdoors and are subject to the elements, and as their weather partner, we help them develop a plan to protect people and minimize risk," said Jonathan Porter, Vice President and General Manager for AccuWeather Enterprise Solutions.

"When we alerted our clients in the impacted areas to this potential disaster, they heeded the warning, took the advised precautions, and as a result, no one was hurt, and their businesses did not suffer, safely commencing operations with minimal disruptions once we gave them the 'all clear.'"

– **Jonathan Porter, Vice President & General Manager of AccuWeather Enterprise Solutions**

Severe weather can occur at any time, even out of season. The tornadoes that struck the southeast in March showed just how many lives were changed forever in an instant. People and business must pay attention, track storm developments and develop an action plan to avoid the personal tragedies that these dangerous storms caused. When hazardous weather threatens, a trusted weather partner can provide the best, most accurate weather insights and help develop a tailored plan that meets the unique needs of each business or organization.

AccuWeather reports that its clients value the proactive warnings they receive as well as the real-time situational awareness provided after a storm, so they can better understand what damage was reported near their locations. AccuWeather's new mobile app for business customers has proven to be a popular in-demand tool that uniquely delivers push notifications during a weather emergency to designated staff members who need to make decisions quickly.

AccuWeather urges people and business, especially in tornado-prone areas, to act now to prevent loss of life, harm and reduce risk while it is still early in the season when tornadoes are most likely to occur. While AccuWeather's 2019 spring forecast calls for a concentration of tornadoes in states that traditionally experience tornado activity, including Oklahoma, Kansas, and



*"Cell Tower Collapsed." Provided By The National Weather Service*

parts of Texas and Nebraska, as well as more frequent tornado activity and other severe weather in the Plains, which has not been the case for at least the last three years, the company cautions that no one should assume that weather is not a threat simply because it is an unusual risk for a particular location or season or because someone has been in business for decades without a severe weather-related incident.

On New Year's Day, 3 days prior to the system unleashing snow and wind in the Northeast, AccuWeather's Impact Indicator triggered several major metropolitan areas for impacts exceeding a level 8. Bangor and Caribou, ME, Providence, RI, Bethany Beach, DE, Worcester, MA, Ocean City, MD, Plymouth, NC and Brick, NJ were a few of the cities among the forecasted high impact zones. In early October, AccuWeather accurately predicted chillier than normal winter conditions, with above-normal snowfall and the coldest air of the season arriving in the Northeast and mid-Atlantic in January 2018.

Contact us today at 814.235.8600 or [sales@accuweather.com](mailto:sales@accuweather.com). Visit us at [AccuWeather.com/EnterpriseSolutions](https://www.accuweather.com/EnterpriseSolutions).

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