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Sent: Friday, June 01, 2018 1:13 PM
Cc: Silvestri, Nancy
Subject: NYC Emergency Management Introduces New Hurricane Awareness PSAs

FOR IMMEDIATE RELEASE
#29-18

**NEW YORK CITY EMERGENCY MANAGEMENT INTRODUCES NEW PHASE OF
“KNOW YOUR ZONE” CAMPAIGN TO RAISE AWARENESS OF HURRICANE
RISKS DURING THE 2018 ATLANTIC HURRICANE SEASON**

June 1, 2018 — To mark the beginning of the 2018 Atlantic hurricane season, the New York City Emergency Management Department today launched a new phase of the *Know Your Zone* hurricane awareness campaign to encourage New Yorkers to find out whether they live in one of the city’s six hurricane evacuation zones. Atlantic hurricane season runs from June 1 through November 30. The 2018 *Know Your Zone* campaign includes new [video public service announcements \(PSAs\)](#)* demonstrating that New Yorkers have the power to prepare for hurricanes by knowing the hazards they may face, having a plan, and staying informed.

“Start preparing for hurricane season now so you’ll be ready long before a hurricane threatens New York City,” said **New York City Emergency Management Commissioner Joseph Esposito**. “Find out whether you live in a hurricane evacuation zone, and make an emergency plan with your family by visiting NYC.gov/knowyourzone or calling 311.”

The National Oceanic and Atmospheric Administration (NOAA) has issued its 2018 [Atlantic hurricane season outlook](#) with forecasters predicting a near or above-normal season. NOAA’s forecasters predict a 70 percent likelihood of 10 to 16 named storms of which 5 to 9 could become hurricanes (winds of 74+ mph), including 1 to 4 major hurricanes (category 3, 4, or 5; winds of 111+ mph).

To help raise awareness of hurricane season, *Know Your Zone* advertisements will be displayed on bus shelters and Link NYC kiosks and will run in newspapers throughout the five boroughs beginning in June. Through the *Know Your Zone* campaign, NYC Emergency Management aims to reach the roughly three million New Yorkers living within the city’s hurricane evacuation zones. Areas of the city subject to storm surge flooding are divided into six evacuation zones (1 through 6) based on risk of storm surge flooding. The City may order residents to evacuate depending on a hurricane’s track and projected storm surge.

New Yorkers should take key steps to prepare for the start of hurricane season:

- **Know your zone** – Find out whether you live in one of the city’s six hurricane evacuation zones. Use the Hurricane Evacuation Zone Finder at NYC.gov/knowyourzone or call 311 (212-639-9675 for Video Relay Service, or TTY: 212-504-4115) to find out if your address is located in an evacuation zone. If you live in an evacuation zone, have a plan for where you will go if an evacuation order is issued for your area

- **Know what to do** – Make a plan so you know what to do, how to find each other, and how to communicate if a hurricane strikes. Use the Ready New York: My Emergency Plan at NYC.gov/myemergencyplan, or use the Ready NYC mobile application, available for smartphones and tablets.
- **Stay informed** – Sign up for Notify NYC to receive free emergency notifications and updates via email, phone, SMS/text, or Twitter. Messages are also available in American Sign Language (ASL). Get the free mobile application, visit NYC.gov/notifynyc, call 311, or follow @NotifyNYC on Twitter.

In preparation for the upcoming hurricane season, NYC Emergency Management released the 2018 edition of the “Ready New York: Hurricanes and New York City” guide, available in print and in 13 languages and audio format. The guide offers instructions for preparing an emergency plan, and features a map of the City’s six hurricane evacuation zones and a list of hurricane evacuation centers in all five boroughs. Visit NYC.gov/knowyourzone to download the guide, or call 311 to request a copy.

**To download high-definition versions of the PSAs, [click here](#).*

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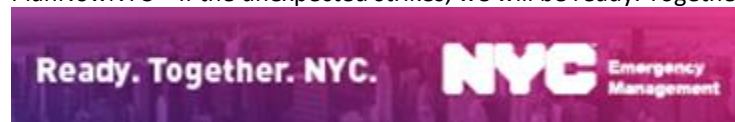
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