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FOR IMMEDIATE RELEASE

Protecting Family and Property During Storm and Flood Season

How Wisconsinites Can Protect their Families and Property this Spring and Summer

MADISON, Wisconsin (June 2, 2004) – The recent rains and severe weather caught many Wisconsin residents off guard. From predetermined places to seek shelter to making sure property is insured for flood damage, steps can be taken to protect family and property during Wisconsin's spring and summer storm season.

First and foremost, make sure your family knows what to do in threatening weather.

- Prepare a disaster supply kit (see below for details).
- Listen to local radio and television stations for information.
- During tornados and severe storms, seek shelter in a pre-designated area such as the basement or an inner room on the lowest floor of your home.
- Stay away from windows and glass.
- In the case of a flood evacuation, identify places to go such as a friend's home in another town, a motel or a shelter.
- When a flood watch has been issued, be alert to signs of flash flooding. If there's a flash flood warning, evacuate immediately, move to higher ground and do not drive around barricades.

Second, review your insurance coverage to make sure your policy protects your property in case of flood or storm damage. According to Ron Von Haden, Executive Vice President of the Professional

Insurance Agents of Wisconsin, one of the biggest misconceptions is that general homeowners policies provide coverage for all types of damage.

“Some storm damage, particularly flood damage, is not typically covered by homeowners insurance and a separate insurance policy is needed,” says Von Haden.

Von Haden recommends contacting your local professional independent insurance agency representative to ensure your property is protected or to take steps if it isn't. If a storm does damage your property, document the loss and contact your insurance agent immediately.

Disaster Supply Kit

The Wisconsin Emergency Management department recommends that every household prepare a disaster supply kit that includes:

- A 3-day supply of water (one gallon per person per day).
- One change of clothing and footwear per person.
- Blanket or sleeping bag per person.
- A first aid kit, including prescription medicines.
- Emergency tools, including a battery-powered NOAA weather radio and a portable radio, flashlight, and plenty of extra batteries.
- An extra set of car keys and a credit card or cash.
- Special items for infant, elderly or disabled family members.

The PIA of Wisconsin represents over 600 independent insurance agencies across the state. Independent insurance agents offer “Choices” in insurance coverage, delivering better coverage at a better price than agents representing single insurance companies. For more information about flood insurance or to locate a PIA member near you, look for the PIA logo or go to www.PIAW.org.

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