

## Become a Weather-Ready Nation Ambassador

### What Does a Weather-Ready Nation Look Like?



A Weather-Ready Nation takes well-informed communities, businesses, and individuals that are ready, responsive, and resilient to extreme events. Key actions include:

- Know your risk by discovering the weather risks where you live and closely following National Weather Service forecasts and warnings
- Take action by creating a family emergency plan and kit, and making sure you can receive emergency messages (e.g., NOAA Weather Radio, wireless emergency alerts, smartphone apps)
- Be an example by using social media to share important hazard information

### How Your Organization Can Help Build a Weather-Ready Nation

Building a WRN requires the participation and commitment of a vast nationwide network of “Ambassadors” – organizations contributing in the best ways they can:

- Companies promoting weather safety with employees
- Broadcasters advocating preparedness on-air
- Schools teaching about the risks associated with severe weather and resiliency best practices
- Civic organizations promoting weather safety with the community

By becoming a **WRN Ambassador**, your organization can serve a pivotal role in affecting societal change by:

- Promoting Weather-Ready Nation messages
- Collaborating with NOAA
- Sharing your success stories
- Serving as an example



WRN Ambassadors are change agents and leaders of their communities. You will inspire others to be better informed and prepared – helping minimize or even avoid the impacts of natural disasters.

### Building a Weather-Ready Nation Takes All of Us



Ultimately, a Weather-Ready Nation empowers everyone to make life-saving decisions that also prevent devastating economic losses. It's all of us working together to become a nation known for its resiliency in the face of deadly weather events.

**Become a Weather-Ready Nation Ambassador!**

Visit [www.weather.gov/grb/wrn](http://www.weather.gov/grb/wrn) and become an Ambassador today!