



RGV Hurricane Preparedness Partnership Flourishes NWS Brownsville/RGV, Walmart, Local Media Distribute Guides to Thousands during 2012 Preparedness Week

For the second year in a row, Walmart shoppers across the Rio Grande Valley were able to meet and greet staff from the National Weather Service during Hurricane Preparedness Week. The Emergency Management division of Walmart, Inc., worked closely with Warning Coordination Meteorologist Barry Goldsmith and Meteorologist in Charge Steve Drillette to stage tables and booths at 12 stores across the region on 15 separate occasions between Memorial Day Weekend and June 1st, the opening day of the 2012 season. Most booths included two tables: one for the 2012 hurricane guides and another for supplies sold at Walmart to prepare home preparedness and evacuation kits.

On the 1st, when five stores were visited, weather broadcasters from Entravision Communications Corporation of the Rio Grande Valley, featured on the English (KFXV-FOX-2) and Spanish (KNVO-Univision-48), joined Mr. Goldsmith in McAllen to promote hurricane awareness and preparedness. In total, NWS Brownsville/Rio Grande Valley staff distributed more than 1,500 guides to passersby, and had dozens of conversations with shoppers on the importance of being prepared well before a tropical cyclone threatens the Valley. Nine staff members dedicated nearly 60 hours of time to the cause, putting faces to the National Weather Service brand in the Rio Grande Valley at two thirds of all the stores (12 of 18) in the region (below).

StrNbr	StreetAddr	StrCity	StrType	County	Employee	Date	Times
926 RT 2/BOX 200/US HWY 281		FALFURRIAS	Wal-Mart	Brooks	Joseph Tomaselli	28-May	1600-2000
1000 2721 BOCA CHICA BLVD		BROWNSVILLE	Supercenter	Cameron	Geoffrey Bogorad	31-May	1000-1400
456 3500 W ALTON GLOOR BLVD		BROWNSVILLE	Supercenter	Cameron	Justin Gibbs	28-May	1400-1800
456 3500 W ALTON GLOOR BLVD		BROWNSVILLE	Supercenter	Cameron	Mike Castillo	1-Jun	1000-1400
5493 7480 PADRE ISLAND HWY		BROWNSVILLE	Supercenter	Cameron	Steve Drillette	1-Jun	1000-1400
595 1801 W LINCOLN ST		HARLINGEN	Supercenter	Cameron	Geoffrey Bogorad	30-May	1000-1400
1296 1126 W US HIGHWAY 77		SAN BENITO	Supercenter	Cameron	Erin Billings	1-Jun	1600-2000
1296 1126 W US HIGHWAY 77		SAN BENITO	Supercenter	Cameron	Kirk Caceres	31-May	1600-2000
413 1401 STATE HIGHWAY 100		PORT ISABEL	Supercenter	Cameron	Maria Torres	30-May	1000-1400
413 1401 STATE HIGHWAY 100		PORT ISABEL	Supercenter	Cameron	Kirk Caceres	28-May	1600-2000
397 1200 E JACKSON AVE		MCALLEN	Supercenter	Hidalgo	Barry Goldsmith	1-Jun	0800-1030
452 2800 W NOLANA AVE		MCALLEN	Supercenter	Hidalgo	Barry Goldsmith	1-Jun	1400-1800
1041 1310 N TEXAS BLVD		WESLACO	Supercenter	Hidalgo	Justin Gibbs	27-May	1500-1900
883 14091 FM 490		RAYMONDVILLE	Supercenter	Willacy	Joseph Tomaselli	28-May	1000-1400
1958 4535 E US HIGHWAY 83		RIO GRANDE CITY	Supercenter	Starr	Joseph Tomaselli	29-May	1600-2000

The National Weather Service in Brownsville, serving the Rio Grande Valley, thanks Walmart, Inc. and independent store managers for their strong support of the hurricane preparedness week initiative. A number of stores set up specific hurricane preparedness 'stations' or 'centers' where guides and supplies were made available through the week, whether or not NWS staff was on site. Others had the guides readily available on displays at the front of the stores, or handed out by cashiers or greeters.

The 2012 Hurricane Guide is a stellar example of a successful private/public partnership to meet the NWS mission of becoming a Weather-Ready Nation. In addition to Walmart, we thank the State of Texas for providing the funding to produce millions of guides during the past several hurricane seasons; Coastal Guardians Outreach, Incorporated, for their expertise in putting together and printing the high quality guides each year, Entravision Communications Corporation of the Rio Grande Valley for their unwavering support and promotion of the guides, and Henry Wurst, Inc., for printing and shipping hundreds of thousands of guides to the NWS Brownsville/Rio Grande Valley Office, Walmart, and Entravision Communications. The project does not succeed without such great teamwork.

