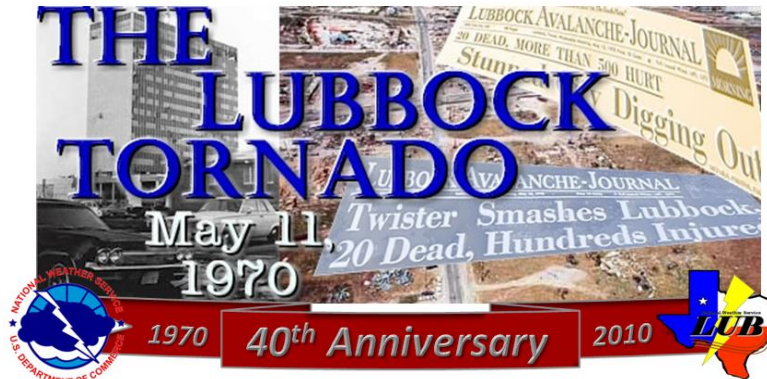




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FOR IMMEDIATE RELEASE
 Monday, May 3, 2010



Subject: The National Weather Service launches an outreach campaign in commemoration of the May 1970 Lubbock tornado targeting Lubbock County schools

May 11, 2010, marks the 40th anniversary of the most tragic event in our city’s history, the 1970 Lubbock tornado. The F5 tornado that struck the “Hub City” 40 years ago, the most violent on a scale of 0 to 5, killed 28 people and injured thousands of Lubbock residents. As devastating as this fateful event was, it served as a turning point for future development and it paved the way for advances in tornado and wind engineering research. Scientific works in these fields continue right here in Lubbock and at Texas Tech University today!

To commemorate the 40th anniversary of the Lubbock tornado, local National Weather Service meteorologists produced a 20-minute long educational video that details the events surrounding the 1970 tornado in context with our modern city, the tornado’s lasting impacts on meteorology, and how new technologies allow for more advanced warnings of similar storms today. The video, intended for use in Lubbock-area classrooms, is meant to help middle and high school-aged students gain a healthy appreciation for the severe weather hazards we face on the South Plains, while educating them on the importance of staying informed and having a safety action plan. The National Weather Service began to offer teachers and school administrators free DVD copies of the video in March, in preparation for viewing in classrooms during early May. To date, nearly 225 copies of the DVD have been distributed.

To schedule an interview in reference to either the 40th Anniversary of the Lubbock tornado or the current school-based outreach campaign, please contact:

Jody James – *Warning Coordination Meteorologist*
 (806) 745-3916 or
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Click [here](#) to download a 1-minute sample [QuickTime](#) video (3.6mb file size).

Also, please visit the National Weather Service – Lubbock, Texas, online at:

www.weather.gov/lubbock

