



## Severe Weather Season Roars In Like A Lion. How Will You Be Prepared?

AccuWeather SkyGuard® clients receive three-times more time to prepare during dangerous overnight tornado outbreak.

The 2020 spring severe weather season roared in with a devastating start, particularly in Tennessee in the early hours of March 3, when a damaging tornado struck the city of Nashville and, a short time later, Putnam County. Significant hail, damaging winds, and multiple strong tornadoes caused widespread damage, numerous injuries, and 24 fatalities.

**AccuWeather SkyGuard warnings during this event averaged 24 minutes of advance notice whereas government sources averaged 7 minutes.** The notice that was provided to AccuWeather SkyGuard customers is critical because it gave them the extra time they needed to shelter employees and customers, reducing the risk of death and serious injuries, as well as legal exposure.

During this fateful event, buildings were destroyed, electrical transformers exploded, and radio towers collapsed. Cars and trucks were overturned. Overnight tornadoes are particularly dangerous - especially strong tornadoes.

Even before this deadly tornado outbreak, the 2020 United States' tornado season was off to an unusually fast start. In the first two months of the year, there were 141 preliminary tornado reports alone—more than double the U.S. average for this time of year.

"With the weather being so warm this March, it may be more like April or May when it comes to tornadoes, all other things being equal."

—AccuWeather Senior Meteorologist Alex Sosnowski

Weather threats lurk in more ways than one in Tennessee. According to a study from Northern Illinois University, more than half of all tornadoes in Tennessee touchdown after dark—a greater percentage than in any other state. The state also leads in nocturnal storm-related fatalities. **Fact: tornadoes at night are 250 percent more likely to result in deaths.**

Even though the storm occurred after midnight, AccuWeather SkyGuard® meteorologists were actively monitoring client assets and were first to issue a warning for nearby clients with superior advance notice. Because clients had direct contact with our meteorologists—who focus on weather for businesses—they were clear regarding the storm's path and when it would impact.

This AccuWeather client was very thankful that our SkyGuard warning aided in keeping their employees safe:

"Thanks to Skyguard we were able to secure our trailer yard and pull all of our yard drivers into the shelter in place location with the associates that were on-site at the time of the tornado. Had the building been hit directly all of our employees were in the safest location they could have been in. Thank you so much for your service."

—Workplace Health & Safety Manager of a Fortune 100 Global E-Retailer

In February, AccuWeather meteorologists predicted March would be an active month for tornadoes, forecasting more than double the average of 75 tornadoes. With the busy spring severe weather season forecast, businesses need to protect their people, property, and profits. This emphasizes the need to use AccuWeather SkyGuard Severe Weather Warnings Service to protect your people 24x7x365.



Contact us today at 814.235.8600 or [sales@accuweather.com](mailto:sales@accuweather.com). Visit us at [AccuWeather.com](http://AccuWeather.com).



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Carroll County Tornado	Nashville Tornado	Cookeville Tornado
<p>This EF-2 tornado did not have a government-issued tornado warning while AccuWeather provided a tornado warning with an average advance notice of 21 minutes to business clients in the area, giving them the time to execute on safety plans and procedures.</p>	<p>This long-track EF-3 tornado tracked through Nashville, Mount Juliet and Lebanon before ending in Gordonsville. AccuWeather provided average advance notice of 24 minutes for this tornado while government warnings provided 7.7 minutes. In Nashville itself, AccuWeather provided 26 minutes of advance notice compared to 6 minutes from the government. In fact, the tornado was on the ground for 3 minutes before the government tornado warning went into effect.</p>	<p>For this deadly EF-4 tornado in Cookeville, AccuWeather provided an average of 26 minutes of advance notice to clients compared to just 6 minutes from government warnings. One tornado developed 1 minute after the government issued a tornado warning. In some cases, AccuWeather was able to provide some clients with more than 35 minutes of advance notice, enabling extra time to shelter employees and safely cease operations in affected areas.</p>

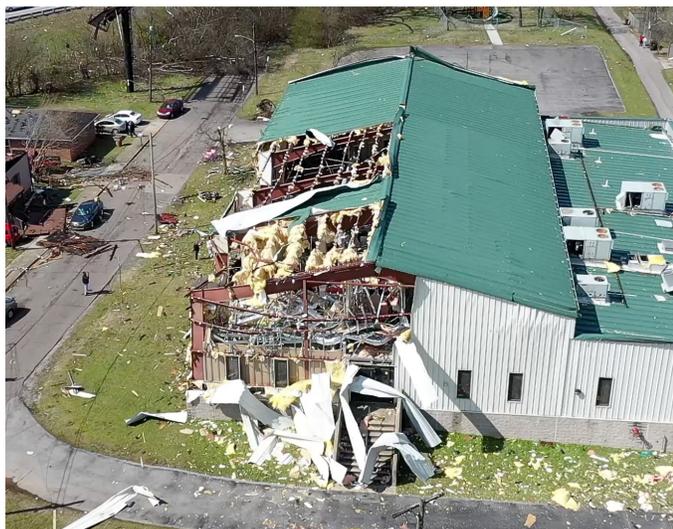
### SkyGuard® Severe Weather Warnings Help

This recent case in Nashville is one of the hundreds of examples where AccuWeather has provided better, more advanced, and more accurate notice of impending severe weather events, helping companies prepare for such devastating blows while minimizing their risks and liabilities.

As the gold standard in weather warnings and forecasts, AccuWeather is the number one provider of customized, lifesaving, pinpoint weather warnings to businesses.

### Benefits of SkyGuard® Warnings

- Proactive, site-specific alerts offer advanced warning well before severe weather impacts occur
- Alerts are delivered in a format that aligns directly with your organizational emergency management plan
- All-clear notifications are delivered as soon as a threat is over, minimizing weather-related downtime
- Live one-on-one or group consultation is provided by our severe weather experts anytime day or night
- Warnings are delivered via push notification from the AES mobile app, available on Android and iOS



Contact us today at 814.235.8600 or [sales@accuweather.com](mailto:sales@accuweather.com). Visit us at [AccuWeather.com](https://www.accuweather.com).



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