

Dangerous October Tornadoes Show Why Your Business Should Trust AccuWeather No Matter What Time of the Year It is

Protecting people and property, while reducing risk and legal exposure: When multiple tornadoes struck North Texas in October 2019, AccuWeather's proven Superior Accuracy provided more advance notice than any other source to impacted customers in numerous industries.

During the evening of Sunday, October 20, 2019, North Texas was impacted by 10 tornadoes. Widespread devastation was reported, including severe damage to homes and commercial properties. The Insurance Council of Texas named this October tornado outbreak the "costliest severe weather event in North Texas' history," reaching upwards of \$2 billion in insured losses.

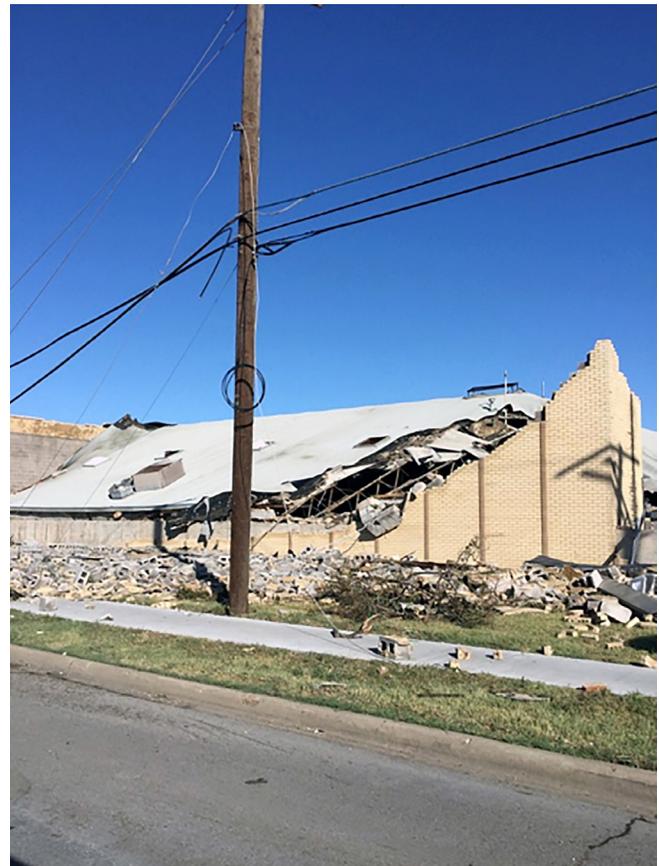
"Many people don't realize that there is a second severe weather season each year that carries with it a spike in tornadic activity in October through late November," said Guy Pearson, Senior Meteorologist and AccuWeather's Director of Weather Warning Services. "Severe weather events like this remind us that businesses can be easily caught off guard if they don't receive proactive warnings and have emergency procedures in place for all their locations."

SkyGuard® tornado warnings were issued exclusively by AccuWeather several minutes prior to government warnings to its North Texas clients, including railroads, logistics companies, retailers and a convenience store chain. These clients acted immediately, saving lives and protecting assets. If these businesses relied on the delivery of public warnings through consumer apps or local television coverage, disaster would have ensued. AccuWeather clients in both areas were prepared and lives were saved based on these exclusive early warnings. Three examples:

- AccuWeather expert meteorologists issued SkyGuard® tornado warnings to business clients in Dallas 10-minutes prior to a government-issued public warning. SkyGuard® pinpoint and site-specific warnings provided life-saving preparation time prior to an EF3 tornado passing within three miles of the client's location with dangerous, swirling winds of more than 115 mph!
- A tornado in Rockwall, TX went unwarned by the government throughout its lifecycle. AccuWeather issued proactive tornado warnings for clients in Rockwall, providing them 37 minutes of advance warning. Casualties were prevented and operations safely resumed soon after the threat cleared the area.
- In Rowlett, TX a tornado went unwarned by the government for the first five minutes of its nine-minute duration. AccuWeather mitigated the risk to clients by providing a full 24 minutes of advance notice prior to tornado developing. The tornado was rated EF1 with dangerous, swirling winds of 100 mph winds.

Government warnings, while valuable, are issued to inform the general public in a wide area – and not a specific business or pinpointed location. Depending solely on public warnings can expose any business or organization to dangerous unnecessary risk and liability.

"For your business assets, you need to be prepared and protected above and beyond simply tuning to local media or depending on public warnings," said Pearson. "We look at the entire tornadic potential of a storm using AccuWeather's unique data and patented technology, covering your specific business locations, not just major metropolitan areas."



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Our clients were provided with clear and actionable recommendations from AccuWeather's expert meteorologists to safely shut down operations, secure property, and usher employees to safety. SkyGuard® warnings have near-instant delivery via AccuWeather's innovative mobile app for iOS and Android, the AccuWeather Portal as well as through texts and emails. AccuWeather's technology then monitors for an acknowledgment from the client that the warning has been received at the customer site. If not, as part of its proactive service, AccuWeather meteorologists are on call 24/7 to reach backup client contacts to ensure the tornado warning was received.

"Our accurate, site-specific warnings make proactive emergency plans actionable," said Pearson. "These customized warnings allow AccuWeather clients to make the best decisions as early as possible to achieve the best possible outcomes."

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



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