MEDIA ADVISORY: I.I.I. Issues Video On Protecting Homes From Lightning Strikes

June 24, 2010

IN THIS PRESS RELEASE

• Lighting Protection Systems Can Be a Worthwhile Investment, if Installed Professionally"> Lighting Protection Systems Can Be a Worthwhile Investment, if Installed Professionally

SHARE THIS

- EN ESPAÑOL
- DOWNLOAD TO PDF

SPONSORED BY

FOR IMMEDIATE RELEASE

New York Press Office | (212) 346-5500 | media@iii.org

Lighting Protection Systems Can Be a Worthwhile Investment, if Installed Professionally

NEW YORK, June 24, 2010 ?Homeowners investing anywhere from \$1,500 to \$4,500 can significantly diminish the chances that their dwelling or its occupants will be harmed because of a lightning strike, according to the Insurance Information Institute (I.I.I.).

?Lightning protection systems neither attract nor repel lightning but are able to intercept a lightning strike?s electrical charge when it hits a home, and guide that energy safely to the ground,? said Jeanne Salvatore, senior vice president and national consumer spokesperson for the I.I.I., who narrates a two-minute video released this week on how to purchase and install a professional lightning protection system that meets the highest industry standards.

The video, How to Pick a Lightning Protection System, is aimed primarily at homeowners residing in states with frequent thunderstorm activity, many of which are in the southeastern U.S. TheLightning Protection Institute, theNational Fire Protection Association, andUnderwriters? Laboratories are cited by the I.I.I. as leaders in the area of reducing fire risks related to lightning strikes.

This week also marks the 10-year anniversary of Lightning Safety Awareness Week, which began on Sunday, June 20, and concludes on Saturday, June 26. Lightning safety experts will be available at the MOSI Museum in Tampa, Florida to share safety tips with children and adults.

Nearly \$800 million ininsured losses were generated nationwide in 2009 because of lightning-related claims, the LLL found.

FOR MORE INFORMATION ABOUT INSURANCE: www.iii.org

THE I.I.I. IS A NONPROFIT, COMMUNICATIONS ORGANIZATION SUPPORTED BY THE INSURANCE INDUSTRY.

Insurance Information Institute, 110 William Street, New York, NY 10038, (212) 346-5500

Back to top