Media Advisory: I.I.I. Participating In Lightning Safety Awareness Week Workshop

I.I.I.?s Chief Communications Officer is ?Protecting Property? Panelist in Maryland on June 24

June 23, 2014

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New York, NY, June 23, 2014?Reporters are invited to join the Insurance Information Institute (I.I.I.) and the Lightning Protection Institute (LPI) in College Park, Maryland, on Tuesday, June 24, for a Lightning Safety Awareness Week (June 22-28) workshop.

The event will provide fresh leads on stories about how researchers and organizations are building lightningsafe communities in the Mid-Atlantic region, and updates can be found on Twitter at #LSAW.

Ms. Jeanne Salvatore, senior vice president, chief communications officer, I.I.I., will participate in the 10 a.m. news conference, and at 12:30 p.m., will join in a panel discussion, ?Protecting Property,? which will be moderated by Kim Loehr, communications director, LPI.

WHO: Lightning science and safety experts from the University of Maryland, National Oceanic and Atmospheric Administration, Lightning Safety Alliance, Earth Networks, Federal Alliance for Safe Homes, the I.I.I., and LPI.

WHAT: Lightning Safety Awareness Week Press Conference and Reporter Workshop, featuring free lunch and admission, media kits and free parking for attendees.

WHEN: Tuesday, June 24, 2014, 10 a.m.?2 p.m.

10:00 am Welcome and introduction

10:15 am Short presentations on:

- The ?Building Lightning Safe Communities? Initiative
- Lightning Safety at Sporting Venues
- Lightning Losses and Insurance Costs
- Tracking Dangerous Storms Using Lightning Observations
- Dispelling Lightning Safety Myths

11:30 am Break; Speakers available for interviews; catered lunch afterwards

12:00 pm Panel discussion ? Protecting People
12:30 pm Panel discussion ? Protecting Property
WHERE: University of Maryland Research Park
Earth System Science Interdisciplinary Center 5825 University Research Court, Suite 4001
College Park, MD 20740-3823

To arrange an interview with Ms. Salvatore, call Michael Barry, vice president, media relations, I.I.I. at 212-346-5542. His email address is michaelb@iii.org.

To RSVP, contact Dr. Abby Robinson, director of communications, University of Maryland?s College of Computer, Mathematical, and Natural Sciences at 301-405-5845. Her email address is abbyr@umd.edu

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Back to top