



AccuWeather Enterprise Solutions is the Only Source that Issued Life Saving Warnings During Early Season Tornado Outbreak

On the evening of Feb. 24, 2018, several tornadoes swept across northern portions of the Lower Mississippi Valley causing widespread damage, injuries and unfortunately some fatalities.

This tornadic activity confirmed AccuWeather's January prediction for an early start to this year's severe weather season, specifically timed by AccuWeather for the end of February.

AccuWeather clients received pinpointed SkyGuard® Warnings, providing them actionable information and more lead time than what was given by the government's weather service in issuing public warnings and other weather providers who rely on government warnings. **Five different tornadoes occurred near AccuWeather clients who received proactive warnings, and in four instances, the government did not issue a tornado warning at all.**

Depending solely on your own weather interpretation or government warnings exposes your organization to unnecessary risk. Now is the time to see how AccuWeather will provide customized, actionable warnings to protect your people, property and profits 24x7x365.

HOPKINSVILLE, KY: An EF-2 tornado occurred on the town's south side from 8:44 p.m. to 8:51 p.m. It touched down one mile northwest of two AccuWeather clients – a major retailer and a railroad track. AccuWeather issued a tornado warning for these two clients at 8:21 p.m. **AccuWeather gave clients 23 minutes of warning, whereas the government provided no tornado warning at all. No injuries were reported at AccuWeather client locations, while 9 injuries occurred elsewhere.**

HOPKINSVILLE, KY: Another tornado, an EF-0, occurred within 1.5 miles of another AccuWeather client, at the same time the EF-2 occurred in Hopkinsville. This factory received a SkyGuard® tornado warning at the same time as the other clients in Hopkinsville. **Amazingly, the EF-0 touched down the same time as the EF-2, providing this factory client with 23 minutes of warning, while the government did not issue a warning for this tornado.**

SMITH GROVE, KY: At 5:01 p.m., AccuWeather issued a tornado warning for a railroad client. It was later concluded an EF-1 tornado materialized from 5:19 p.m. to 5:21 p.m., which occurred within 3 miles of the railroad track at 5:20 p.m. **AccuWeather provided 18 minutes of lead time, while the government did not issue a tornado warning.**

MURRY, KY: At 7:51 p.m., the government confirmed an EF-1 tornado that uprooted dozens of trees and damaged several businesses and over 40 homes, two of which were reported as a total loss. At 7:25 p.m., AccuWeather issued a tornado warning for a major retail client. The tornado occurred within 2 miles of the store. **AccuWeather provided 26 minutes of lead time, while the government never issued a tornado warning.**

As the gold standard in weather forecasting, AccuWeather is the number one provider of customized, lifesaving, pinpoint weather warnings to businesses and government agencies, as well as a vital information source for worldwide weather forecasts, data and other meteorological services.



AccuWeather SkyGuard® Warnings offer you many unique benefits and features:

- Provide extra lead time to better prepare your company's assets and direct your staff and customers to safety
- Mitigate weather-related risks, including insurance claims, property damage, injuries and fatalities
- Customized, pinpoint alerts for specific locations
- On-demand consultation 24x7x365 with expert AccuWeather meteorologists who can provide support when making critical decisions

Our experts deliver life-saving information when seconds count. We save lives, protect property and assist companies in enhancing revenue and profit in all weather conditions. Call today and we'll help you map out challenges your organization may face when it comes to all types of severe weather. After all, the severe storm season has already started.

“The system worked well, and we depend on it exclusively to determine whether shelter should be sought. Everyone is ok but we always take the warnings seriously based on our history.”

Doug Riggin, Security Manager, Altria



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

