AccuWeather Provides the First and Most Accurate Warnings to Northeastern PA Businesses of a Rare, Nocturnal Tornado

You protect your business 24x7x365, and so do we. When a tornado with swirling 130 mph winds struck an unlikely Northeastern PA town during the night, AccuWeather’s meteorologists were ready, issuing warnings well in advance of other sources.

In mid-June 2018, an EF2 tornado – with wind speeds upwards of 130 mph – hit Wilkes-Barre in Northeastern, PA, a rare location for storms of this magnitude. To make matters worse, the storm struck at night.

Even though the storm occurred after 9 p.m., AccuWeather SkyGuard meteorologists were first to issue a warning for nearby clients with superior advanced notice. Because clients had direct contact with our AccuWeather team of meteorology experts who focus on impact to business, they were clear on the storm’s path and when it would land.

As soon as the storm reports surfaced indicating where damage had occurred, they were immediately distributed to drive awareness of impact on the ground. Clients’ headquarters and command centers were alerted instantly to the damage affecting their store locations.

TORNADOES CAN FORM ANYWHERE, ANYTIME

Damaging tornadoes can form anywhere, even outside of the frequently referenced Tornado Alley. Organizations need to protect their people and property against all weather hazards, not just some of their locations because they are more prone to severe weather. AccuWeather is observing more and more severe weather events occurring outside of the “normal” severe weather areas.

Nocturnal tornadoes increase the risk of injuries or fatalities and the chance that people will not know about a warning. In a study by the American Meteorological Society (AMS), more than half of survey respondents – who reside in a place where nighttime tornadoes are more common – believed they would not receive a warning at night.

This emphasizes the need to use AccuWeather SkyGuard® Severe Weather Warnings Service to protect your people 24x7. To make these weather-related decisions, you need the best detailed information and most importantly, the right insights.

SKYGUARD® SEVERE WEATHER WARNINGS CAN HELP

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

THESE WARNINGS OFFER MANY UNIQUE BENEFITS & FEATURES:

- Coverage and on-demand consultation with an AccuWeather meteorologist 24x7x365
- Customized, pinpointed alerts for specific locations
- Extra lead time over other sources to better prepare your company’s assets and direct your staff and customers to safety
- Weather-related risk mitigation, including insurance claims, property damage, injuries and fatalities

Contact us today to review your current hazardous weather plans and how our SkyGuard® Severe Weather Warning services can mitigate your risk and provide a more proactive approach that keeps your people safe and assets protected.