

FOR IMMEDIATE RELEASE

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Flash flood safety information delivered to resident's mailboxes

As flash flood season approaches, the Clark County Regional Flood Control District is working to get the word out to new residents about intense summer storms in the valley. Approximately 40,000 postcards featuring flood safety information were mailed this week to new residents who moved to the valley since last September. Another mailing will be sent at the end of August.

Larry Brown, Regional Flood Control District Chairman said, "With more than 6,000 new residents moving to the Southern Nevada each month, it is critical that we make every effort to inform citizens about the dangers of flash flooding." Brown is also a City of Las Vegas City Councilman.

The Regional Flood Control District's postcard features artwork from the latest informational campaign. The new billboard campaign artwork uses 20 different flood safety messages designed on personalized license plates. Photographs of cars trapped in floodwater accompany each message. Some of the license plate messages include: IBSINKN, TRNBACK, THINK1ST, AVOIDIT and BADIDEA.

Gale Fraser, Regional Flood Control District General Manager, explained that the flood safety campaign will catch motorists attention and make people think of the devastating effects of flash floods. "More people die each year in flash floods than any other natural disaster," Fraser said. "The majority of these deaths are from motorists trying to drive through flooded areas."

Currently there are 62 detention basins and approximately 350 miles of channel that are working to safely move floodwater through the urban areas. Another 64 basins and 460 miles of channel are planned over the next 25-30 years for a cost of \$1.7 billion.

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EDITOR'S NOTE: Flood insurance is available to every resident, whether they live in a flood zone or not. For more information, call FEMA at 1-888 CALL FLOOD.