

For Immediate Release

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Contest to create flood safety billboard kicks off flash flood season

With another flash flood season approaching, the Regional Flood Control District is kicking off its three-week billboard slogan contest. The contest, which runs June 30 through July 20, allows residents to enter up to three flood safety slogans. The winner, in both English and Spanish, will be mounted on a billboard in August and September, and it will also be used in the next year's advertising campaign.

Flash flood season for Southern Nevada is July through September when hot desert temperatures can contribute to intense heavy rain which could cause flash flooding. "More people die in floods than any other natural disaster, which is why we work to communicate flood safety awareness to our residents and visitors," said Betty Hollister, public information manager with the Regional Flood Control District.

There are several ways to enter the contest. Log on to the District's website at www.regionalflood.org for an on-line contest entry form. Residents without computer access can call or visit the District at 685-0000, 600 S. Grand Central Parkway.

Spanish speaking residents can fill out entry forms in the El Tiempo and Cancha newspapers as well as in person at Univision's television station at 500 Pilot Road. The District's website also has the entry form translated in Spanish.

The Regional Flood Control District began building drainage improvements to protect Clark County from 100-year floods in the mid-1980s. Since that time, 76 detention basins and more than 470 miles of channels and underground stormdrains have been built. "The District anticipates another 30 years to go before all that is needed to protect the area can be built, which is why flood safety is so important," Hollister said. "The billboard contest gets people involved and thinking about those messages that will remind people to be smart when it rains."

Previous billboard winners include "BADGAMBL," "UNOBETR," "2DEEP4U" and "W8ITOUT."

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