

Your Opportunity to Prevent Disasters Before They Occur

A Flash Flood Guidance System Will Save Countless Lives



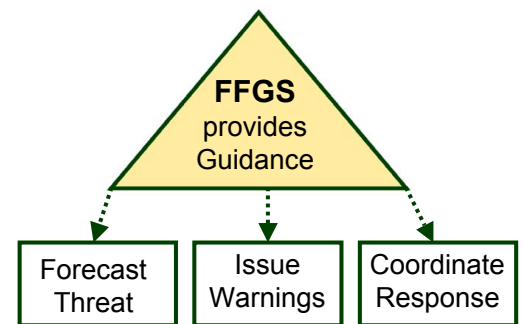
The Facts:

- ☞ Flash floods kill more people, on average, than any other natural disaster.
- ☞ Most countries still lack the capability to predict or warn their citizens.
- ☞ Developing countries suffer the greatest loss of life due to lack of resources to warn victims.

The Solution:

After nearly two decades of research, the capability to implement an effective global warning system for both developed and developing countries is now possible.

In 2004, the first regional flash flood warning system in the world was launched in Central America and has proven to be very effective. The Hydrologic Research Center (HRC), a California based non-profit organization, implemented this system in collaboration with local authorities, the US National Oceanic and Atmospheric Administration (NOAA), and the US Agency for International Development (USAID).



The Opportunity:

HRC is committed to creating a *Flash Flood Guidance System* (FFGS) for the entire world. Local authorities eventually take over system operations, creating a lasting, sustainable community development.

World leaders, forecasters in the field, and hydrologic experts are supportive of this effort:

To succeed, National Meteorological and Hydrological Services must work closely, internationally and regionally, on technology and policy to improve flash flood and all hazard forecasting capabilities.

– General John J. Kelley, Permanent Representative of the United States with the World Meteorological Organization and the US National Oceanic and Atmospheric Administration Deputy Under Secretary for Oceans and Atmosphere (March 2006)

The Central American Flash Flood warning system developed by HRC has helped our agency save lives throughout Costa Rica. – Rosario Alfaro, Forecast Meteorologist, Instituto Meteorológico Nacional de Costa Rica (November 2006)

WMO, NOAA, and USAID have all embraced our organization's quest to create a global flash flood warning system to save property and lives. Through our privately funded campaign, we will be able to efficiently coordinate this effort and ensure that all countries will benefit from this life-saving technology.

– Dr. Konstantine P. Georgakakos, Director, Hydrologic Research Center (May 2007)

Over \$1 million has already been raised from private and public donors to develop and implement the *Flash Flood Guidance System*. You can help make this life-saving system a reality.

For More Information, Contact:

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