



NATIONAL FLOOD INSURANCE PROGRAM

Bureau and Statistical Agent

W-02056

MEMORANDUM TO: Write Your Own (WYO) Principal Coordinators and the NFIP Servicing Agent

FROM: WYO Clearinghouse

DATE: August 12, 2002

SUBJECT: FEMA News Conference Scheduled for August 13

On Tuesday, August 13, at 11:00 a.m., the Federal Emergency Management Agency (FEMA) will hold a news conference in Norfolk's Town Point Park to mark the approaching third anniversary of Hurricane Floyd. Anthony S. Lowe, Administrator of FEMA's Federal Insurance and Mitigation Administration, and Charlotte Herbert Mears, Regional Director for FEMA Region III in Philadelphia, will jointly issue a white paper that compares the levels of flood insurance in the Tidewater area at the time of Floyd with those levels today. The white paper also describes the mitigation and preparedness efforts undertaken since September 1999 when Floyd hit.

Their message to Tidewater property owners will be simple: All property owners in Virginia who don't own a flood insurance policy need to buy one, and those property owners throughout the Tidewater area and Virginia who already have flood insurance coverage need to keep their policies in effect. For those considering flood insurance, Lowe and Mears will stress the importance of buying the insurance *now*—in the heart of hurricane season—since there is a 30-day waiting period required by law before the coverage goes into effect. They will also highlight the benefits of flood insurance, describing it as a far less expensive and more complete recovery mechanism after a flood compared with disaster relief. The event will end with Lowe and Mears fielding questions from the media.

Please contact your Program Coordinator if you have any questions.

cc: Vendors, IBHS, FIPNC, WYO Marketing Committee, Government Technical Representative

Suggested Routing: Marketing, Underwriting

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