



**FEMA**

W-04031

June 30, 2004

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

FROM: WYO Clearinghouse

SUBJECT: FEMA FloodSmart Campaign

FEMA has launched a new campaign designed to educate consumers about floods and flood insurance. Please click on the link below to view a press release providing details about the Floodsmart Consumer Campaign.

[http://www.fema.gov/news/newsrelease\\_fema?id=12787](http://www.fema.gov/news/newsrelease_fema?id=12787)

If you have any questions or need additional information, please contact your Program Coordinator.

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

Suggested Routing: Claims, Marketing, Underwriting