



**SOUTH FLORIDA WATER MANAGEMENT DISTRICT**

3301 Gun Club Road, West Palm Beach, FL 33406

**MEDIA ADVISORY**

June 11, 2013

**CONTACT:**

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[www.sfwmd.gov/news](http://www.sfwmd.gov/news)

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**SFWMD’s Online Resources Assist Rainy Season Readiness**

*South Florida’s rainy season lasts through October and accounts for 2/3 of annual rainfall*

**WHAT:** The South Florida Water Management District (SFWMD) prepares year-round to ensure the primary flood control system operates at optimal capacity. The District recognizes June as “Flood Awareness Month” to raise public awareness each year about the potential for flooding from heavy rainfall.

As part of annual wet season preparations, the District maintains a [webpage](#) with information on the shared responsibilities of flood control in South Florida. Residents and businesses are encouraged to do their part to minimize the potential for flooding by keeping swales and retention areas clear of debris, making sure vegetation does not encroach on canals and reporting any blockages to the proper authority. Media outlets, local governments and businesses are encouraged to use and disseminate the District’s extensive web-based information on rainy season preparations.

**HOW:** Add this Rainy Season Readiness web button to organizational websites. Webmasters can use one of three options shown below:

<p><b>Option 1:</b> Button with hyperlink embedded</p>	
<p><b>Option 2:</b> Button only (graphic) and separate link</p>	<p><a href="http://www.sfwmd.gov/portal/page/portal/levelthree/Drought%20and%20Flood?utm_source=button&amp;utm_medium=referral&amp;utm_campaign=rainyseason">http://www.sfwmd.gov/portal/page/portal/levelthree/Drought%20and%20Flood?utm_source=button&amp;utm_medium=referral&amp;utm_campaign=rainyseason</a></p> 
<p><b>Option 3:</b> HTML code to</p>	<p>&lt;p&gt;&lt;a href="http://www.sfwmd.gov/portal/page/portal/level</p>

post on your website

[three/Drought%20and%20Flood?utm\\_source=button&utm\\_medium=referral&utm\\_campaign=rainyseason"></a></p></div>
<div data-bbox="112 208 844 246" data-label="Text">
<p>In addition to the web button, media outlets can track and use weather information posted on the District website at <a href="http://www.sfwmd.gov/weather">www.sfwmd.gov/weather</a>.</p>
<div data-bbox="149 262 842 481" data-label="Complex-Block">
<table border="1">
<thead>
<tr>
<th colspan="3">Track the Wet Season with SFWMD Online Weather Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>
<strong>Near Real-Time Raindar</strong>
<br/>
<img alt="Near Real-Time Raindar map showing radar estimates of rainfall across the South Florida region." data-bbox="189 306 346 419"/>
</td>
<td>
<strong>Monthly Rainfall</strong>
<br/>
<img alt="Monthly Rainfall map showing rainfall data for various basins including Lake Okechobee, West EOA, East EOA, and VCA." data-bbox="391 306 588 424"/>
</td>
<td>
<strong>Seasonal Rainfall</strong>
<br/>
<img alt="Seasonal Rainfall map showing rainfall amounts by basin for the current season." data-bbox="658 306 811 424"/>
</td>
</tr>
<tr>
<td>
<strong>Displays rain gauge-adjusted radar estimates</strong>
</td>
<td>
<strong>Tracks monthly basin rainfall, updating daily</strong>
</td>
<td>
<strong>Provides seasonal rainfall amounts by basin</strong>
</td>
</tr>
<tr>
<td colspan="3">
<strong>Click on the graphics above, or see more SFWMD weather data <a href="http://www.sfwmd.gov/weather">here</a>.</strong>
</td>
</tr>
</tbody>
</table>
<div data-bbox="472 502 523 518" data-label="Text">
<p># # #</p>
<div data-bbox="112 539 574 558" data-label="Section-Header">
<strong>About the South Florida Water Management District</strong>
<div data-bbox="112 557 881 648" data-label="Text">
<p><i>The South Florida Water Management District is a regional, governmental agency that oversees the water resources in the southern half of the state – 16 counties from Orlando to the Keys. It is the oldest and largest of the state’s five water management districts. The agency mission is to manage and protect water resources of the region by balancing and improving water quality, flood control, natural systems and water supply. A key initiative is cleanup and restoration of the Everglades.</i></p>
</div>
</div>](http://www.sfwmd.gov/portal/page/portal/xrepository/sfwmd_repository_gif/icon_rainy_season.gif)