

June 11, 2013

<u>CONTACT:</u> Randy Smith South Florida Water Management District Office: (561) 682-2800 or Cellular: (561) 389-3386

www.sfwmd.gov/news follow us on **twitter**

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 yearround 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.

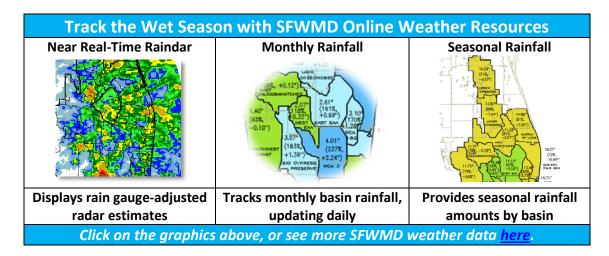
As part of annual wet season preparations, the District maintains a <u>webpage</u> with information on the shared responsibilities of flood control in South Florida. Residents and businesses are encouraged to do their part to minimize the potential for flooding by keeping swales and retention areas clear 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:

Option 1: Button with hyperlink embedded	Rainy Season Readiness
Option 2: Button only (graphic) and separate link	http://www.sfwmd.gov/portal/page/portal/levelthree/Dr ought%20and%20Flood?utm_source=button&utm_medi um=referral&utm_campaign=rainyseason Rainy Season Readiness sfwmd_gov
Option 3: HTML code to	<a href="<u>http://www.sfwmd.gov/portal/page/portal/level</u></a

post on your website	three/Drought%20and%20Flood?utm_source=button&ut m_medium=referral&utm_campaign=rainyseason"> <img border="0" width="284" height="52"</img
	src=" <u>http://www.sfwmd.gov/portal/page/portal/xrepo</u> <u>sitory/sfwmd_repository_gif/icon_rainy_season.gif</u> " alt="Rainy Season Readiness">

In addition to the web button, media outlets can track and use weather information posted on the District website at <u>www.sfwmd.gov/weather</u>.





About the South Florida Water Management District

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.