



# STATE OF WISCONSIN

## DEPARTMENT OF MILITARY AFFAIRS

### DIVISION OF EMERGENCY MANAGEMENT

Brian Satula  
Administrator

Scott Walker  
Governor

For more information contact: Tod Pritchard, WEM, (608) 242-3324

*For Immediate Release*

July 8, 2011

## July Storms Prove Need for Portable Emergency Weather Radios

(MADISON) - Summertime in Wisconsin means outdoor activities such as camping, hiking and boating. It also can mean severe storms such as tornadoes, lightning and strong winds. That's why it is important to have a portable emergency weather radio to alert you and your family to potential severe weather.

Already this year, Wisconsin has had 31 confirmed tornadoes including one in northern Wisconsin last weekend. In addition, strong storms on July 1<sup>st</sup> caused one death and numerous injuries. A Park Falls couple believes a portable emergency weather radio saved their lives during a tornado outburst last summer.

Last July 27, Larry and Rita Krznarich were camping on the Turtle-Flambeau Flowage between Park Falls and Mercer. Just after 7:00 p.m., their emergency weather radio alerted them that a tornado was coming. They immediately told campers nearby and everyone took cover.

Larry was injured in the tornado but Rita and others were ok. Everything at the campsite was destroyed. "There was debris in chunks flying through the air," said Rita Krznarich. "If you've ever heard one tree fall you can imagine 50 trees all cracking and falling around you."

Larry and Rita Krznarich believe that without the warning alert from their emergency weather radio - giving them the chance to seek cover - they would be dead. They are sharing their story in a powerful TV and radio public service campaign in hopes that more lives can be saved.

In the public service announcement, Rita and Larry urge everyone to buy an emergency weather radio. "Ever since the storm we've given weather radios to people as gifts. You can get them for \$20 or in that range, so there's no excuse not to have one or many."

Wisconsin Emergency Management and its ReadyWisconsin preparedness program are sponsoring this campaign. "That early warning from the National Weather Service via the emergency weather radio is a lifesaver," said Tod Pritchard, Emergency Preparedness Coordinator. "Having a portable radio is essential if you're camping or hiking."

Along with the 30-second public service campaign, ReadyWisconsin is posting a longer version of Larry and Rita's story at <http://readywisconsin.wi.gov> along with other tornado survivor stories from Kenosha and Eagle.

A copy of the public service announcement can be obtained from ReadyWisconsin by emailing Tod Pritchard at: [tod.pritchard@wisconsin.gov](mailto:tod.pritchard@wisconsin.gov).