



## Bracing for Disasters Can Protect Millions

September 10, 2014

### Generac urges proactive measures during September's National Preparedness Month

WAUKESHA, Wis., Sept. 10, 2014 /PRNewswire/ -- Year after year millions of Americans face danger, from major storms to natural disasters and threatening power outages. The increasingly unpredictable nature of weather patterns and threats to our infrastructure pose a hefty warning that better preparedness (<http://www.generac.com/be-prepared/>) can save major headaches from occurring in the future.

We're currently at the beginning of National Preparedness Month, and Generac is urging Americans to take this time to proactively prepare their homes and businesses from weather- and power-related disasters, big and small. Research shows that in any given month millions of people could be without power, with or without a major storm.

"Proper preparedness is the best way to avoid potential harm to your home and your family," said home improvement expert and Generac partner, Danny Lipford, "This month is a good time to think about creating a disaster preparedness kit. I like to store mine in an old laundry basket so all of my items are organized in one place."

A disaster preparedness kit should contain the following items:

- Fresh water and non-perishable food items—enough to last for about three days.
- NOAA weather radio to stay on top of the storm as well as any announcements from local authorities.
- Flashlights and fresh batteries.
- First aid kit and any medications that you may need to last you for several days.
- Emergency contacts, whether it is police, fire, friends, or family, so that you can reach out to them in an emergency and let them know that you are all right.
- Any important documentation and identification that you don't want lost.
- Cash in the event that banks are not open or are not accessible.

From emergency kits to stockpiling food and water and investing in a backup generator, preparedness steps can save Americans from scary situations that result from power loss. Being properly prepared for weather disasters and power outages can also save money. An outage can cost a homeowner thousands of dollars in lost food, travel expenses, and even property damage—all of which can be avoided by investing now in preparedness items. Generac offers a broad range of backup power solutions, from portable generators to home standby power systems to commercial and industrial generators, that in the long term could save millions and provide peace of mind.

"Preparing for emergency situations only works if done so in advance," said Lipford, "Take this month to really think about the potential dangers your family could face and get a kit and action plan prepared."

Generac's power outage expert, Art Aiello, is available to discuss what families and businesses can do to prepare for outages during National Preparedness Month. To schedule an interview, please contact Hannah Thulin at 414-227-3530 or [hthulin@c-k.com](mailto:hthulin@c-k.com).

#### About Generac (NYSE: GNRC)

Since 1959, Generac has been a leading designer and manufacturer of a wide range of generators and engine powered products. As a leader in power equipment serving residential, light commercial, industrial and construction markets, Generac's power products are available through a broad network of independent dealers, retailers, wholesalers and equipment rental companies. The company markets and distributes its products primarily under its Generac and Magnum brand names. For more information on Generac and its product line, visit [www.generac.com](http://www.generac.com). Become a fan on Facebook at [www.facebook.com/generacpowersystems](http://www.facebook.com/generacpowersystems). Follow Generac on Twitter [@generac](https://twitter.com/generac).



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