

# RADIO. ALWAYS ON. ALWAYS THERE.



"... local TV and radio are ... one of the best sources of information from those local officials during the crunch time of evacuation."

– **Federal Emergency Management Agency**  
**Administrator Craig Fugate**

Flood waters caused by Hurricane Irene surround homes on Hwy 304 near Mesic, North Carolina, Saturday, August 27, 2011.

When the East Coast was recently struck by a devastating hurricane, the government's top official charged with protecting American lives during emergencies recognized radio's importance during this crisis.

Whether it's a hurricane, tornado, snowstorm or simply a power outage, radio is a lifeline in times of emergency – connecting people to the information they need to stay safe.

And even when cell phone and wireless networks go down, radio works. So why isn't radio on your cell phone?

If cell phones were equipped with radio receivers, millions of Americans could get instantaneous emergency information wherever they are.

Let's keep America safe: Ensure your cell phone is radio ready!

For more information, visit [www.RadioRocksMyPhone.com](http://www.RadioRocksMyPhone.com)

