



Contact

For Immediate Release

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## **ICT to take Hurricane Tour of Texas**

The Insurance Council of Texas (ICT) will take its message of preparing for a hurricane down the Texas coast for its annual media tour in late August. The ICT team will consist of company personnel, insurance agents, National Weather Service meteorologists and the chief engineer for the Insurance Institute for Business and Home Safety (IBHS).

“This will be the sixth year in a row where we have tried to reach as many coastal residents as possible to remind them of the devastation a hurricane can cause and the precautions they should take now to protect their property,” said Mark Hanna, a spokesman for the Insurance Council of Texas. “We also want to educate consumers about windstorm and flood insurance, so they will know what protection they have in place before a hurricane hits.”

ICT will place newspaper ads and radio spots in both English and Spanish media outlets from Port Arthur to Brownsville. The ICT team will stop for interviews at more than three dozen radio, TV and newspaper offices during their five-day 377 mile tour of the Texas coast.

This year’s theme is what a 90-mile per hour wind can do. The theme is tied to the wind research that has taken place at the IBHS research facility in South Carolina that shows a newly constructed home knocked off its foundation by a 90 mile per hour wind – [www.insurancecouncil.org/video/ibhs.wmv](http://www.insurancecouncil.org/video/ibhs.wmv)

The ICT team will also address new legislative changes to the Texas Windstorm Insurance Association (TWIA) and the aftermath of Hurricane Ike. ICT’s hour-long documentary on Hurricane Ike <http://insurancecouncil.org/stream.asp> continues to air on PBS television stations across the state.

The Insurance Council of Texas is the largest state insurance trade association in the country consisting of approximately 500 property and casualty insurers writing business in Texas. For more information click on [www.insurancecouncil.org](http://www.insurancecouncil.org) or <http://www.facebook.com/insurancecounciloftexas>

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