

Focus On Floods

Nurture Nature Foundation's Flood
Education Campaign in the
Delaware River Basin

Hotel Easton in 1955



The Eastonian, 2006



Floods Happen. Lessen the Loss.

Floods happen. Lessen the loss.

Sign up for alerts. Have a plan. Evacuate when told
Communicate with family and friends. Know your river's flood stage. Prepare a
Prepare a family go kit. Designate
Plan an alternate route home.

www.focusonfloods.org

A project of the Nurture Nature Foundation in cooperation with the National Weather Service.

Tell us what you think! Come out, grab a pint, ask questions and weigh in!

"PINTS & POLICY"

in the Steelgaarden Lounge

Tuesday, May 11th, 6pm to 7:30pm

TOPIC: "When It Rains: Perspectives on Flooding In the Region"

Moderator:
Rachel Hogan Carr
 Director of Environmental Outreach for Nurture Nature Foundation

Panelists:
Bob Tudor
 Deputy Director of the Delaware River Basin Commission
Becky Bradley
 Director of Planning and Codes, City of Easton
John Miller, P.E.
 Certified Floodplain Manager, Princeton Hydro, LLC

and when it rains, we pour... enjoy a FREE sample of our Valley Golden Ale! Offer good for all P&P attendees 21 & over.

Pints & Policy Night is brought to you by WDIY Public Radio. 18 & Older Event, No Fee to Enter!

wdiy.org | TheBrewWorks.com
 549 Main St., Bethlehem 610.882.1300

Join us at **The Grand Eastonian**
 140 NORTHAMPTON STREET • EASTON PA 18042

A Commemoration

AUGUST 18, 2010 • 6:00 - 8:00 PM

August 18, 1955, marked the beginning of torrential downpours from hurricanes Connie and Diane — events that would lead to the largest flood disaster ever to hit the Delaware River, changing life in the Delaware Valley forever.

August 18, 2010, we gather to remember, share stories, reflect and learn.

55th Anniversary of the Flood of 1955

BOOK SIGNING by Mary A. Shafer
 on the occasion of her second edition of *Devastation on the Delaware: Stories and Images of the Deadly Flood of 1955.*

FLOOD EXHIBITS and ACTIVITIES by Nurture Nature Center as part of the Delaware River Basin Flood Awareness and Safety Campaign.

SHARE YOUR FLOOD STORIES and PHOTOS
 as part of an ongoing project with the National Weather Service and the National Oceanic and Atmospheric Administration, the Nurture Nature Foundation is gathering photographs and stories of historic and recent flooding in the region. Please bring any photographs or stories you wish to share.

To learn more about the Nurture Nature Center's Flood Project, visit www.nurturenaturecenter.org

DEVASTATION ON THE DELAWARE
 BY MARY A. SHAFER
 Book Award from the Delaware River Basin Foundation
 2nd Edition with forward from Nurture Nature Foundation

The Nurture Nature Center was founded with the help of the Nurture Nature Foundation. Dedicated to addressing the fundamental conflict between economic development and conservation of the environment, the Nurture Nature Center, upon completion, will include a variety of exhibits, programs, and other educational activities related to the river and other environmental concerns. A primary focus will be a Flood Project, devoted to educating the public about the flooding problem that has become so urgent in the region and elsewhere.

www.focusonfloods.org

**Minsi Trails Boy Scout Council
100th Anniversary Jamboree**



*Floodplain Simulation Table
- good for adults, too!*



What's your number?

Knowing your river's flood stage is the first step in flood preparedness.

Automated alerts are one way to help protect your home, family or business during a flood. The National Weather Service offers a variety of methods for receiving emergency alerts for flood watches and warnings — such as text, email or radio.

Over 11,100 persons live in the 100-year floodplain of the main stem of the Delaware River. Countless others work, play and attend school in the flood prone areas of the the basin. Since the inception of the National Flood Insurance Program in 1968, approximately 217 million dollars in claims have been paid to repetitive loss properties in the Delaware River Basin.

Flood preparedness is the key to lessening the loss of life, property and income during a flood event. To learn more about flood safety, visit:

www.focusonfloods.org

THE NURTURE NATURE FOUNDATION
Flood Safety and Awareness Campaign

Join us at **The Nurture Nature Center**
518 NORTHAMPTON STREET • EASTON, PA • 610-253-4412

Open House and Book Signing

IN RECOGNITION OF FLOOD SAFETY AWARENESS WEEK

Tuesday, March 16th

12:00 - 1:00 pm MEET THE AUTHOR, Mary A. Shafer
and get your copy of the award-winning

Devastation on the Delaware:
Stories and Images of the Deadly Flood of 1955

A comprehensive documentary book about the largest flood disaster ever to hit the Delaware River — a disaster that changed life in the Delaware Valley forever.

Ms. Shafer will give a 45 minute presentation at noon followed by a question and answer period.

1:00 - 2:00 pm OPEN HOUSE
Visit the grand home of the Nurture Nature Center

THE NURTURE NATURE CENTER

See how restoration work is recapturing the beauty and elegance of this historic structure.

Built in 1914 and home of Easton's first "talkie" movie theatre, then known as The Strand, this building features two ballrooms and large meeting rooms — each with it's own unique character.

www.focusonfloods.org

THE NURTURE NATURE FOUNDATION

To learn more about The Nurture Nature Center's Flood Project, visit www.nurturenaturecenter.org

Radio Show and Story Gathering



Stay tuned...

Nurture Nature Foundation announces an upcoming four-part radio show on WDIY Public Radio in the Lehigh Valley (88.1 FM)

NNF will partner with WDIY Public Radio to produce a four-part radio show about flooding. The shows will air on WDIY's public affairs program, "Lehigh Valley Discourse," at 6 p.m. on March 3, April 1, June 3 and August 5, 2010, and will feature guests discussing various aspects of flooding in the region, including historical flooding and the recent flood events in 2004, 2005 and 2006, and help listeners learn how they can lessen the loss from flood waters the next time a flood occurs.

Stay tuned to <http://www.nurturenaturecenter.org> for more information about this series.



About us

The Nurture Nature Center in Pennsylvania was founded with the help of the Nurture Nature Foundation, a nonprofit established in 1991 that is headquartered in New York. The Nurture Nature Center is dedicated to addressing the fundamental conflict between economic development and conservation of the environment.

The Nurture Nature Center is located in the City of Easton, which lies at the confluence of the Delaware River and its second largest tributary, the Lehigh River. The historic building that houses the Center is currently being restored.



Do you have flood stories or photos to share?

The Nurture Nature Foundation is looking to hear your flood stories, and is currently recruiting guests for the radio show series.

Additionally, as part of an ongoing project with National Weather Service and the National Oceanic and Atmospheric Administration, we are soliciting photographs and film footage of historic and recent flooding in the region, which may be used in television advertisements, online on our website or in other applications.

Please contact Rachel Hogan Carr at 610-253-4432 or rhogan@nurturenature.org if you are interested in participating as a guest on our radio shows, or if you have flood photos or footage to share.



Nurture Nature Foundation's National Oceanic and Atmospheric Administration Project Flood Safety and Awareness Campaign

The Nurture Nature Foundation is working with the National Oceanic and Atmospheric Administration and its National Weather Service offices to develop a comprehensive, replicable flood education campaign for the four states of the Delaware River Basin. The campaign will spread general flood education messages, and will focus particularly on increasing the use and awareness of flood forecasting tools developed by the NOAA/NWS and the Delaware River Basin Commission, also a partner in the project.

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