



For immediate release:

Storm Tracking Radar on BlockStrong.com Keeps Floridians Vigilant During Hurricane Season

-- Feature Allows Florida Residents to Stay Updated on Major Storm Paths --

ORLANDO, Fla. (May 20, 2021) – The 2021 Atlantic hurricane season begins June 1 and Floridians need to be ready for another active season. To help residents keep an eye on threatening weather, BlockStrong.com’s [Interactive Stormtracker Radar](#) provides live tracking of hurricanes and tropical storms that could impact their homes.

The Interactive Stormtracker Radar is customizable and features storm and lightning tracking, severe weather alerts and reports, a wind gauge and outdoor air temperatures. The radar monitors all weather making it an ideal tool to also track the daily Florida summer thunderstorms that can quickly rain out trips to the beach, theme park or golf course.

Stormtracker is accessible on mobile devices allowing users to keep the radar with them so they can always remain vigilant, especially if a hurricane threatens Florida. Vigilance will be key as early forecasts* predict another above-average hurricane season with up to 18 named storms with seven potentially becoming hurricanes and three possibly intensifying to a Category 3 or higher. **Source: The Weather Channel*

“Florida is often in the path of major hurricanes, so continually monitoring a storm’s path is essential to keep families and loved ones safe,” said Matt Sitter, president of the Florida Concrete & Products Association (FC&PA). “Also, owning or renting a concrete block home can provide added security and peace of mind.”

More than 70% percent of Florida homes are built with concrete block. After multiple hurricane strikes – particularly Hurricane Andrew in 1992 – building codes were updated to help ensure that homes and apartments are better equipped to withstand the hurricane-force winds, which can exceed 150 mph. The ability of concrete block to retain its strength against winds up to 250 mph makes the construction material a practical choice to adhere to the codes.

To access the Interactive Stormtracker Radar and learn more about the storm-resistant features of concrete block visit [BlockStrong.com](#).

For more media information, contact Greg Smith, Public Relations Director, Bright Rain Collaborative at greg@brightraincollaborative.com or 407.440.3017.



About Block Strong

Block Strong is a partnership between Florida Concrete & Products Association, Inc. and Florida Concrete Masonry Education Council, Inc. The awareness program's primary mission is to help consumers, construction professionals and designers understand the vital link between quality building materials and the health and safety of those people living in the homes and structures that they design and build. Block Strong also serves as an information source for aiding prospective homebuyers as they go through the various steps of the home-buying journey.