



**WeatherExtreme Ltd is a certified NOAA Weather-Ready Ambassador (accepted by the NOAA – National Oceanic & Atmospheric Administration).**

The Weather-Ready Nation Ambassador initiative is an effort to formally recognize NOAA partners who are improving the nation's readiness against extreme weather, water, and climate events. As a Weather-Ready Nation Ambassador, your organization is committing to work with NOAA and other Ambassadors to strengthen national resilience against extreme weather.

**How does this benefit the nation?**

NOAA wants to find ways to collaborate with external organizations in innovative ways to maximize all our efforts toward national resilience. Increased dialog and information sharing will result in reduced redundancy, more consistent weather safety messaging, and improved communication with stakeholders and the general public.

**Why become an Ambassador?**

Strengthening partnerships begins with greater, more meaningful dialog. The WRN Ambassadors initiative improves the two-way communication between NOAA and its partners. NOAA will send Ambassadors information relevant to the Weather-Ready Nation strategic priority, such as toolkits for preparedness weeks and planning information for WRN-sponsored events. Greater dialog will lead to new innovative opportunities for collaboration, all leading toward greater preparedness, responsiveness, and resilience to extreme events.

**What are the duties of a WRN Ambassador?**

WRN Ambassadors are expected to maintain active dialog with NOAA (e.g., maintain current point-of-contact and contact information), use where appropriate NOAA-generated information such as preparedness messages, and identify opportunities for collaboration including research initiatives and outreach events.