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## **The Weather Channel and Ram Truck Brand Partner With the First Response Team of America Disaster Relief Organization**

- The Weather Channel launches exclusive cross-platform “Responding by Storm” reports on network and digital platforms sponsored by Ram Truck brand
- Reports track work of the First Response Team in action after U.S. weather disasters
- Ram donates heavy-duty trucks to First Response Team

March 7, 2012, Atlanta - [The Weather Channel Companies](#) (TWCC) and Ram Truck brand today announced a partnership with the First Response Team of America.

The Weather Channel Companies launched an exclusive cross-platform series of in-the-field “Responding by Storm” reports chronicling the works of the First Response Team of America, a nonprofit disaster relief organization led by Tad Agoglia, which arrives soon after a storm’s devastation to assist local first responders with rescues and to provide help with cleanup efforts. The new content will be sponsored by the Ram Truck brand and will feature field reports during live programming on The Weather Channel network, webisodes on [weather.com](http://weather.com) and exclusive mobile and tablet content. Ram also is donating three heavy-duty trucks to the First Response Team.

“Ongoing coverage of First Response Team across our platforms will give consumers another perspective into the aftermath of severe weather,” said Ann Brown senior vice president, client solutions for The Weather Channel Companies. “Seeing what Tad and his team do is inspirational and hopefully seeing the challenges presented by the effects of weather will remind people of the need to take weather warnings seriously and be prepared.”

“We have a great deal of respect for the work that the First Response Team does and welcome the opportunity to provide Ram trucks to help their efforts,” said Fred Diaz, President and CEO – Ram Truck Brand, Chrysler Group LLC. “Our trucks are all about capability, hard work and determination. Ram truck owners are ‘providers’ by nature, often using their trucks to help their neighbors and communities, which makes this partnership with The Weather Channel and the First Response Team a natural fit.”

Responding by Storm content begins with features on the network and will continue as First Response Team responds to weather disasters throughout the year. Content on [weather.com](http://weather.com) online and on mobile will feature webisodes profiling the team and its work, along with a dedicated section on the site. Additional information available at [weather.com/responders](http://weather.com/responders) will feature behind-the-scenes glimpses into the team’s work, bios of the team and an option to donate to support its vital efforts.

Responding by Storm reports on The Weather Channel will be sponsored by Ram Trucks and will coincide with the launch of a new cross-platform campaign on the network and the digital properties, including cobranded executions on tablets and smartphones. Content also will be featured on [www.ramtrucks.com](http://www.ramtrucks.com).

First Response Team of America was founded by Agoglia, who had built a successful disaster recovery business and, following 9/11 and Hurricane Katrina, decided to put those skills to use by helping people. The team goes from disaster to disaster lending a hand and assisting with rubble and water rescues and cleanups, clearing roads, creating a way into the community by removing debris and pumping out floodwaters, powering up emergency rooms, nursing

homes and shelters and clearing home sites for those without insurance. His team tracks weather conditions so it is positioned to be nearby and ready to assist when disaster strikes. The team's heavy equipment includes Ram trucks, multiterrain loaders, cranes, lighting towers, plasma cutters and a hovercraft for water rescues. For more information visit [weather.com/responders](http://weather.com/responders) or <http://firstresponseteam.org/>.

#### **About The Weather Channel Companies**

The Weather Channel Companies (TWCC) are made up of The Weather Channel® television network, The Weather Channel digital properties and WSI. The Weather Channel is based in Atlanta and is seen in more than 100 million U.S. households. TWCC also operates Weatherscan®, a 24-hour all-local weather network; The Weather Channel Radio Network; and The Weather Channel HD. The most popular source of weather news and information, TWCC properties reach 60 million monthly Web consumers ([weather.com](http://weather.com) and Desktop) and 32 million monthly mobile users (mobile Web and applications) and offers the second most popular mobile app on all smartphones. WSI, headquartered in Andover, MA, primarily provides business-to-business weather services, particularly for the media, aviation, marine and energy sectors. TWCC is owned by a consortium made up of NBC Universal and the private equity firms The Blackstone Group and Bain Capital. For more information, visit [www.weather.com/press](http://www.weather.com/press).

#### **About Ram Truck Brand**

The Ram Truck brand continues to establish its own identity and clearly define its customer since its launch as a standalone vehicle brand. Creating a distinct brand for Ram trucks has allowed the brand to concentrate on how core customers use their trucks and what new features they'd like to see. Whether focusing on a family that uses its half-ton truck day in and day out, a hard-working Ram Heavy Duty owner or a business that depends on its commercial vehicles every day, Ram has the truck market covered.

The Ram Truck brand has the most innovative lineup of full-size trucks on the market. Ram Truck has emerged as a full-size truck leader by investing substantially in new products, infusing them with great looks, refined interiors, durable engines and features that further enhance their capabilities. Truck customers, from half-ton to commercial, have a demanding range of needs and require their vehicles to provide high levels of capability. Ram trucks are designed to deliver a total package.

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