

THE WHITE HOUSE
Office of Communications

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White House Highlights Tod Pritchard as a “Champion of Change” For Helping to Prepare America

WASHINGTON, DC - On Thursday, January 19th, Tod Pritchard will be one of the 17 local leaders who will be honored at the White House as Champions of Change who help prepare their communities for disaster and build a more resilient nation. These men and women have demonstrated significant innovation and creativity in working to get their communities ready for the unexpected and embraced the approach of involving all members of their communities in emergency preparedness and response, reaching out to faith-based, tribal, non-profit, private sector and community-based organizations, as well as individual citizens.

The Champions of Change program was created as a part of President Obama’s Winning the Future initiative. Each week, a different issue is highlighted and groups of Champions, ranging from educators to entrepreneurs to community leaders, are recognized for the work they are doing to better their communities.

“This past year we’ve been reminded that disasters can strike at any time and that preparedness is critical,” said Secretary of Homeland Security Janet Napolitano. “We commend the innovative practices and achievements that these individuals bring to the field of emergency management in order to make our communities safer, stronger, and better prepared.”

To watch this event live, visit www.whitehouse.gov/live at 1:30 pm ET January 19th.

Tod Pritchard is the Emergency Preparedness Coordinator for Wisconsin Emergency Management. Tod is in charge of ReadyWisconsin, a program helping people across the state get ready for emergencies. Since joining WEM in August 2010, Tod has developed several media campaigns including Winter Awareness Month with NASCAR champion and Wisconsin native Matt Kenseth. In that campaign, Kenseth urged everyone to have a winter survival kit in their vehicle. He also organized a Tornado Awareness Campaign creating teams of TV stations and retailers across the state to promote the purchase of Emergency Weather Radios. Tod also helped launch the STEP (Student Tools for Emergency Planning) program in Wisconsin. Before joining WEM, Tod worked as a reporter, producer and news director at TV stations across the country including Madison, Minneapolis, Seattle and Honolulu.

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