

**CONTACT**

Milton Durango  
Communications & Public Information Manager  
CELL: 832-612-4480  
EMAIL: [Milton.Durango2@fbctx.gov](mailto:Milton.Durango2@fbctx.gov)

**FOR IMMEDIATE RELEASE****May 7, 2025****Fort Bend County Launches 2025 Hurricane Preparedness Campaign with Digital Countdown Billboards**

**Fort Bend County, TX** – This morning, Fort Bend County Judge KP George, alongside officials from the Fort Bend County Office of Homeland Security & Emergency Management and Clear Channel Outdoor, officially launched the County’s 2025 Hurricane Preparedness Campaign. The event was held at the South Main Service Station in Stafford.

The campaign's centerpiece is a **virtual countdown clock** displayed on **10 digital billboards across the region**, provided at no cost by Clear Channel Outdoor. These billboards will count down the days until the official start of hurricane season on June 1, reminding residents to stay alert and get prepared. Beginning June 1, the messaging will shift to hurricane safety tips and seasonal preparedness reminders through November 30.

“It is important that we inform our citizens how to prepare and be ready for any weather event that comes our way,” said Judge George. “We have numerous resources for detailed preparedness.”

**Greg Babst**, Fort Bend County's Emergency Management Coordinator, emphasized the importance of taking early steps to prepare: “If you’re prepared, and we’re prepared, then we can weather this hurricane season together.”

**Lee Vela**, Vice President of Public Affairs for Clear Channel Outdoor, shared the company’s commitment to public safety: “We couldn’t do this without the support of the county, particularly County Judge KP George.”

The launch event included remarks from all partners and a photo opportunity with the digital billboard’s countdown clock, which was paused for 30 minutes to allow for media coverage.

**Link to full press conference:**

<https://youtube.com/live/k9OqGqx5SvM?feature=share>

**Click here for photos:**

[2025 Fort Bend County Hurricane Preparedness Press Conference](#)

###