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**FOR IMMEDIATE RELEASE**

**Storm Chasers Giving Back**

Adrenaline Junkies. Crazy. Lawless, thrill-seeking lunatics. These are just a few of the labels that might come to mind when many people think of storm chasers. The common misperception is that Storm Chasers are individuals who will stop at nothing to get extreme, front row shots of severe weather, and in the process, disregard those who are being negatively affected at the same time.

Fortunately, this is not the case. A 100% storm chaser volunteer organization called **Storm Assist** has emerged to show the true, caring side of storm chasers. Their goal is to give back to those affected by natural disasters. The group is currently selling its new "Storm Assist 2012" DVD at [stormassist.org](http://stormassist.org), of which 100% of profits from sales will go to help those in need of assistance.

The Storm Assist DVD is a compilation of footage generously donated from several dozen storm chasers around the world and includes the top footage shot during the 2012 storm season. The annual DVD is produced for the sole purpose of giving back to the communities affected by tornadoes, hurricanes, and other weather phenomenon shortly after devastation happens.

Funds raised by Storm Assist will go towards helping those affected by natural disasters during the upcoming severe weather season. It is Storm Assist's goal to have a very local, personal impact shortly after an event happens by presenting donations to local organizations and individuals that are in need.

Not only do storm chasers have a passion for the atmosphere, they have a passion for giving back to those whose lives are changed forever due to the same severe weather that they pursue. Storm Assist is proud to be the face of charitable donations for storm chasers around the world.

For more information on Storm Assist for media purposes, please visit [www.stormassist.org](http://www.stormassist.org).

Full Press Kit With Images and Video Available at <http://stormassist.org/press-kit>

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