

2008 Media/Sales Kit

About WhatHappensNow.com

WhatHappensNow.com publishes unbiased advice to help Americans get help and stay prepared for some of life's more challenging events. For anyone who needs help, input or a place to start, we offer guidance plus a collection of tips and hints as taken from our interviews with hundreds of experts and professionals in their field along with everyday Americans who have lived through life-changing events. Our mission is to "be a good friend" by providing all possible advice and information relative to the topics we cover and help guide Americans through "what happens now?"

We cover over 30 topical areas and offer 700-plus quick-read articles, dozens of easy to follow tips, Get Prepared lists, Get Help lists, podcasts, blogs and more. The source of our content makes us unique: doctors, nurses, firefighters, child care providers, disaster relief officials, police officers, airline pilots, and everyday Americans share their first hand knowledge so our readers don't won't say "...if I only knew". Over the past ten years our trigger question to these individuals of "what are the three things you wish people knew about..?" created our comprehensive and unique content library.

The site is updated regularly with advice, experiences and ideas from our contacts throughout the country, industry professionals, independent research - and people just like you.

Seven Major Categories	30+ Category Topics (each with: Get Help / Get Prepared / Articles / Links)
Accidents	Car, Bicycle, Motorcycle
Fire	Car, Home
Health	Birth, Doctor Visit, Hospital, Hospice
Natural Disasters	Blizzard, Earthquake, Flood, Hurricane, Storm, Tornado
Theft	Car, Home, Identity, Wallet/Purse, Bicycle
Life	Birth, Child Care, College, Marriage, Divorce, Senior Living, Hospice, Funeral
Travel	Air, Car, Cruise