

Know Before™ with Advanced Safety Solutions

WHAT: Three Children injured by lightning at campground.

WHERE: Newton, NJ

WHEN: July 3rd, 2014

OUR ADVANCED ALERT: **63 MINUTES**



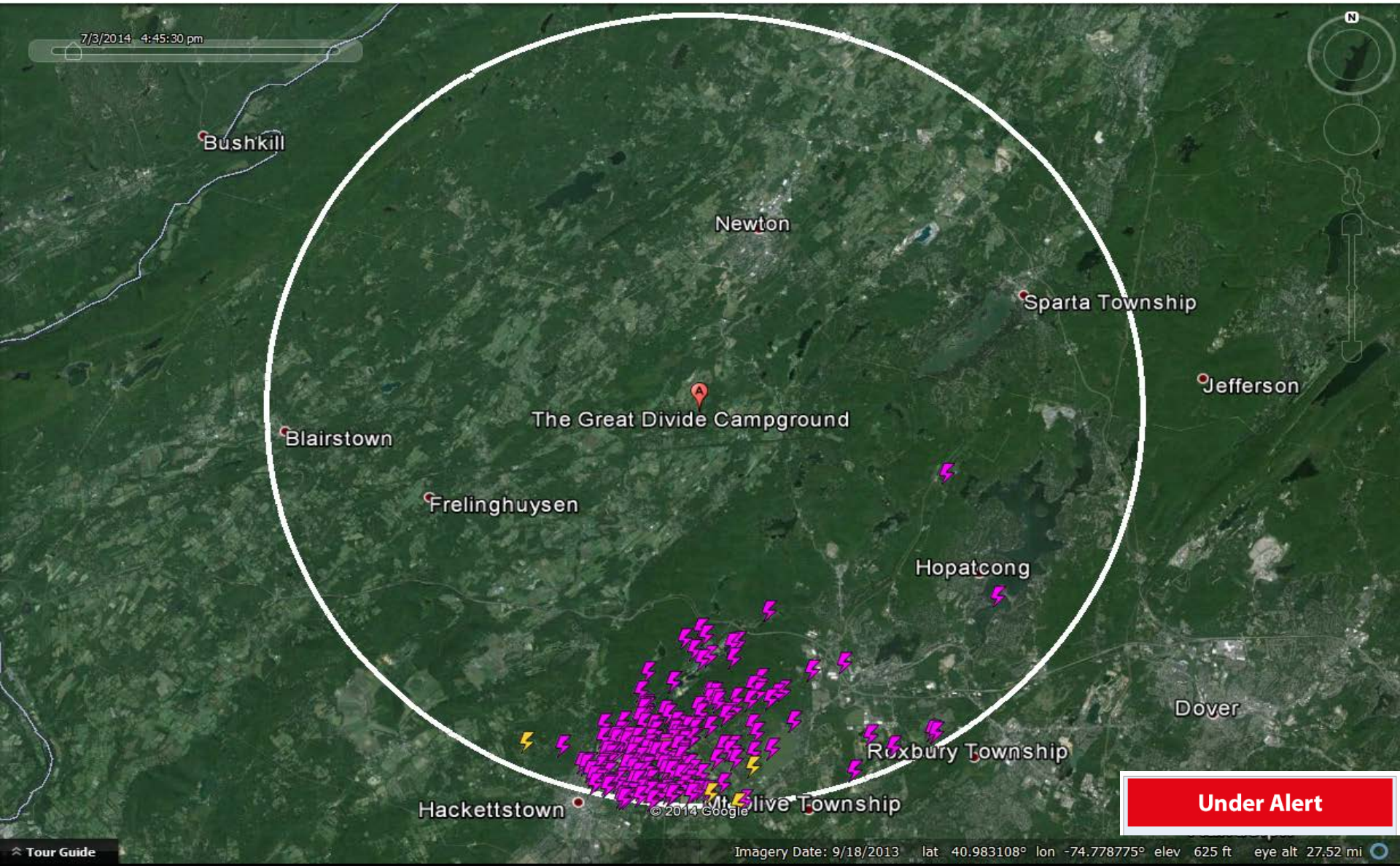
63 Minutes prior to strike

4:35 PM EDT – First in-cloud lightning (magenta) strikes within a 10-mile radius of the campground. Lightning strike detail below includes exact time and location.



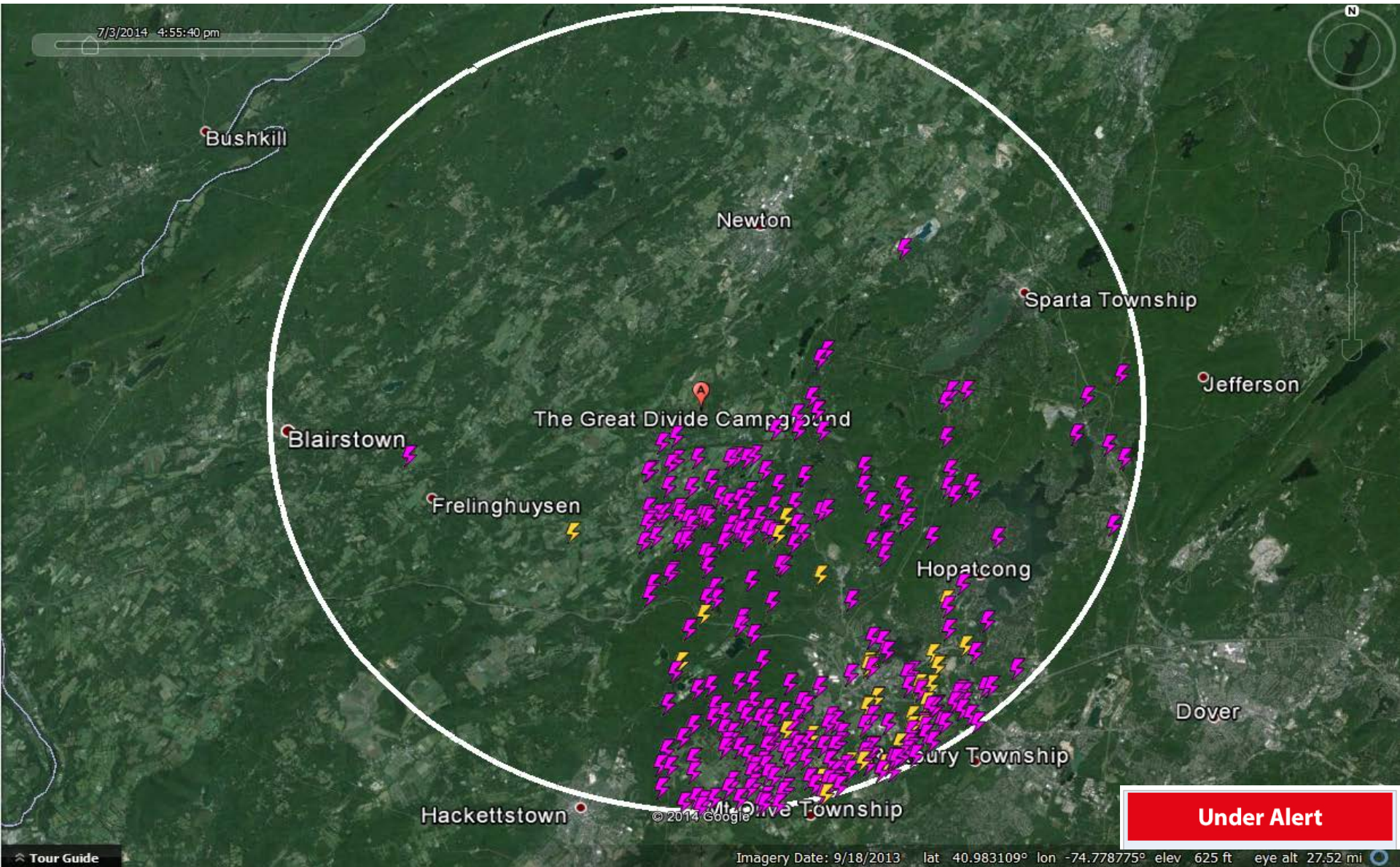
53 Minutes prior to strike

4:45 PM EDT – In-cloud lightning activity builds south of the Township's Campground site. Area under alert.



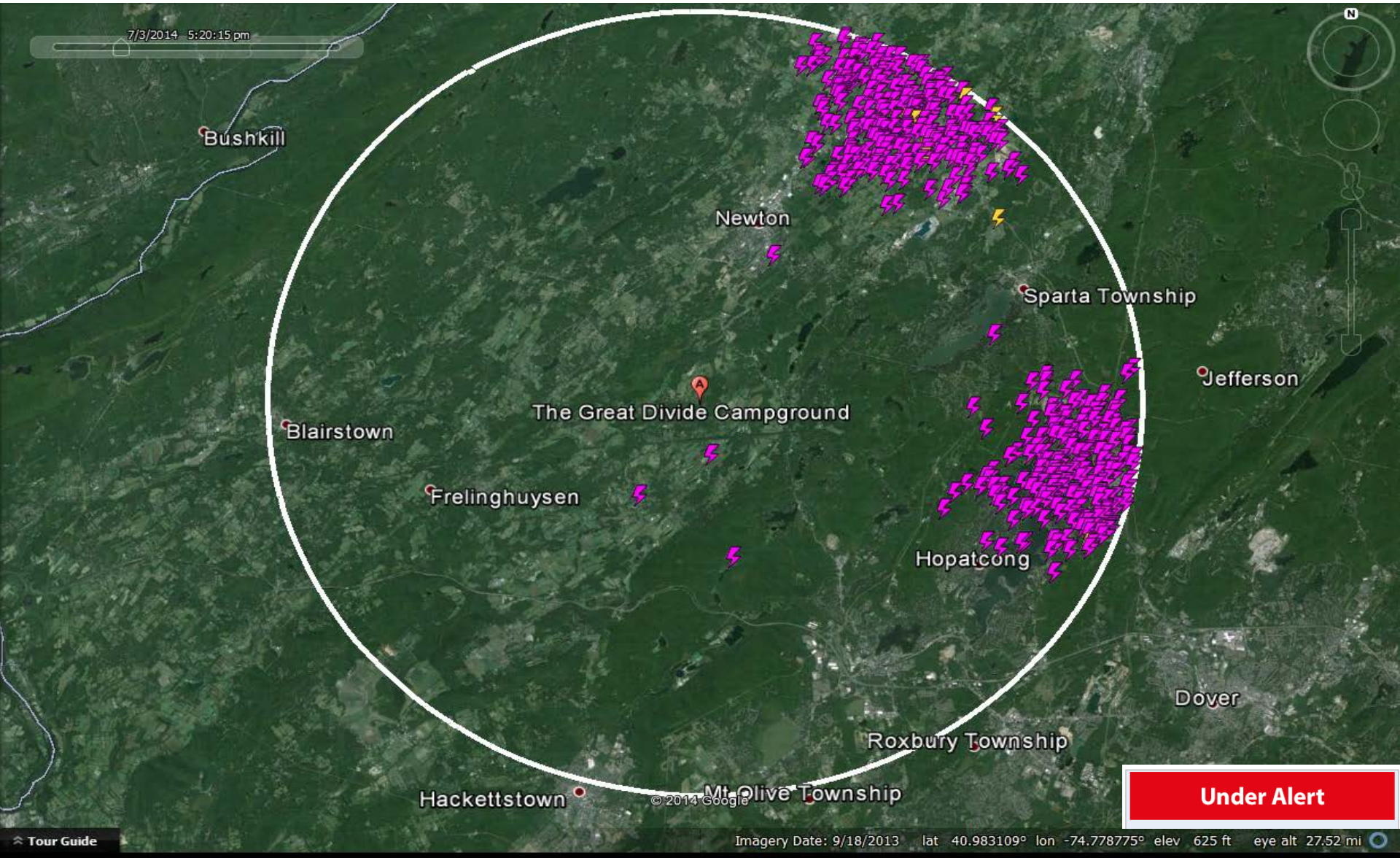
43 Minutes prior to strike

4:55 PM EDT – Lightning approaches Campground area. Storm begins shifting NE towards Sparta Township.



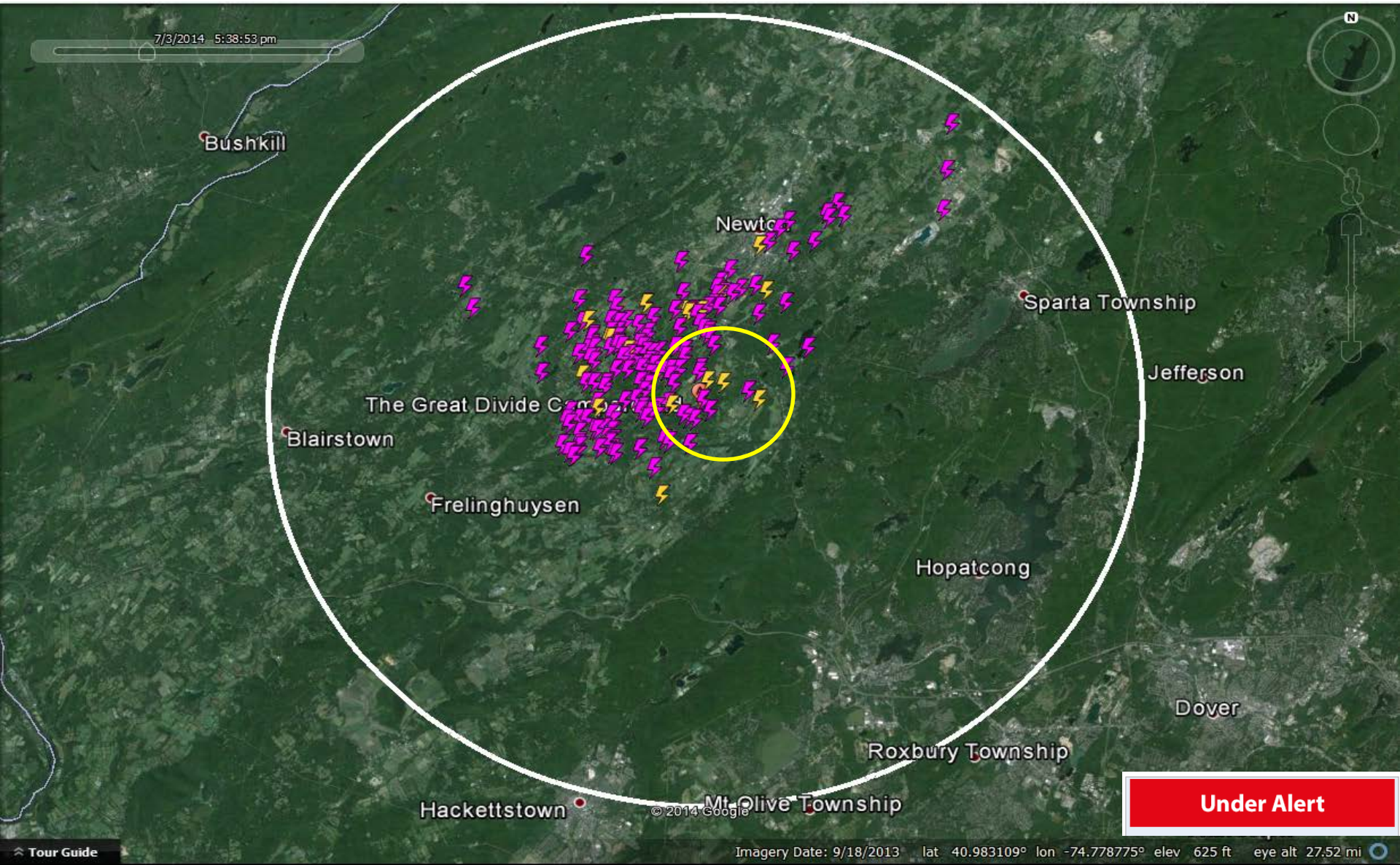
18 Minutes prior to strike

5:20 PM EDT – Initial storm activity shifts North and East. New in-cloud lightning builds just south of the Great Divide Campground.



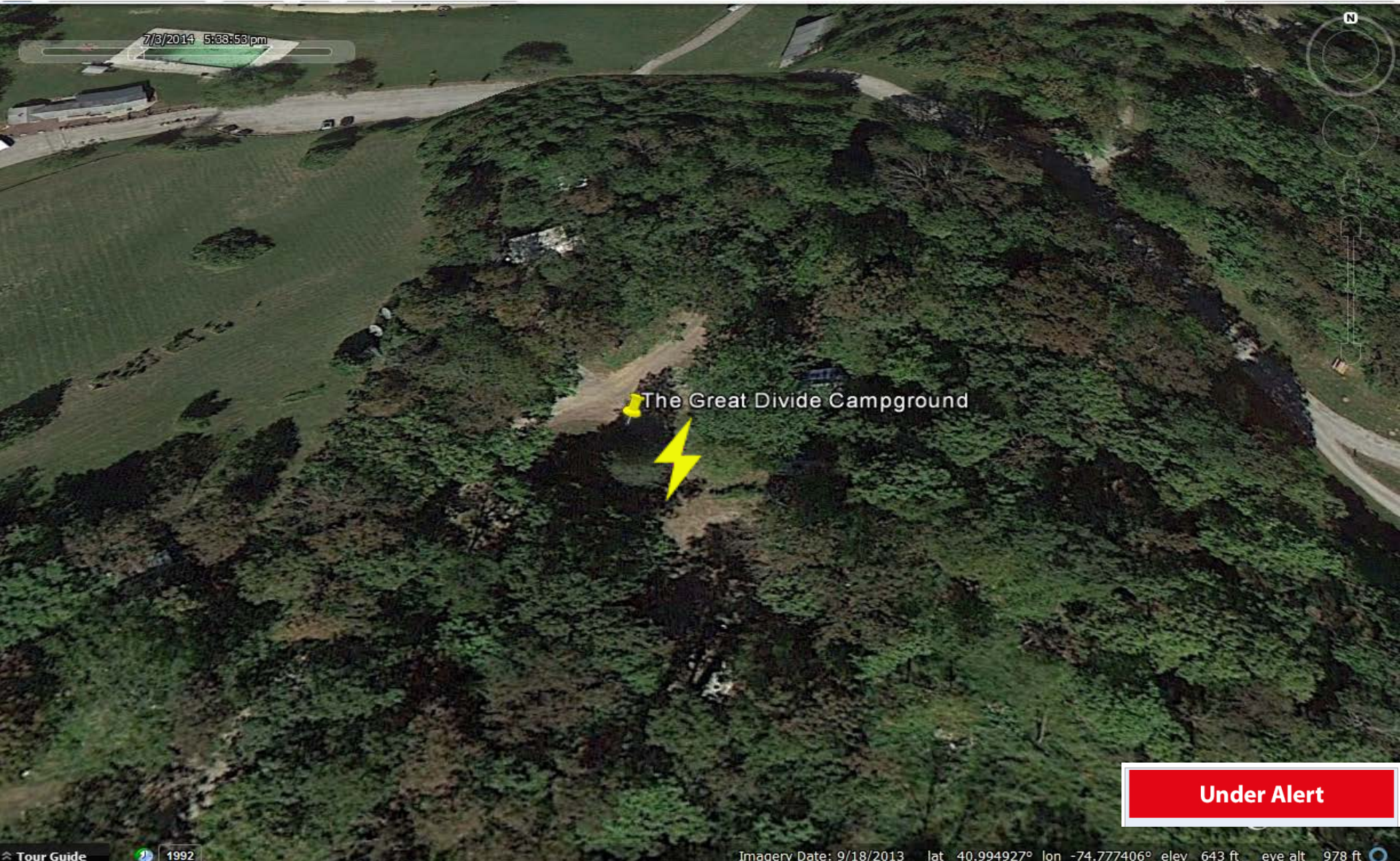
CLOUD-TO-GROUND LIGHTNING STRIKES SPECTATOR

5:38 PM EDT – Cloud-to-ground strikes detected in and around the Campground. Three children are injured by strike.

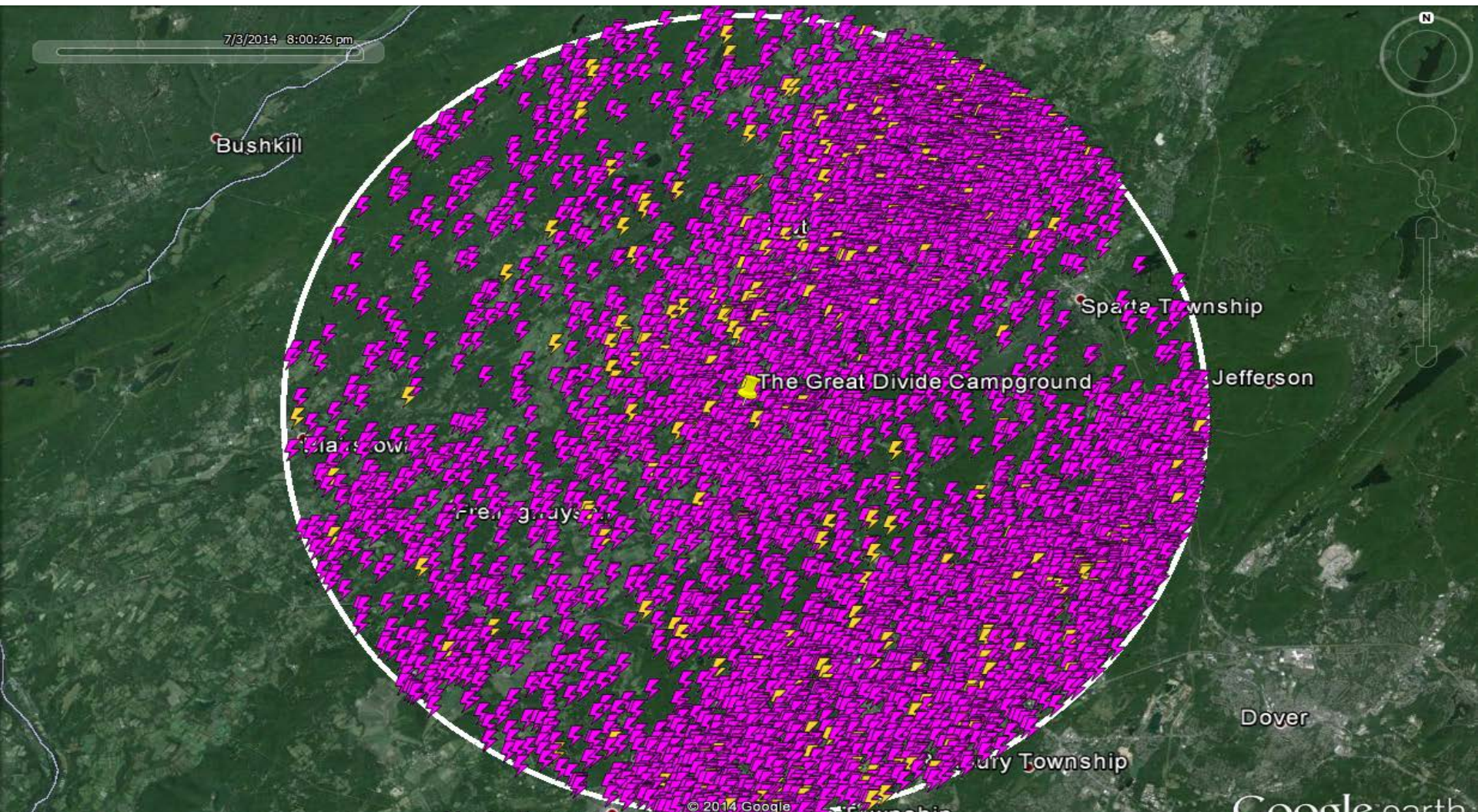


CLOUD-TO-GROUND LIGHTNING STRIKES SPECTATOR

5:38 PM EDT – Close-up view of the cloud-to-ground strike location, an estimated 125 yards from the campers. This strike likely injured the children.



Total Lightning Detected During the Event



There were no NWS warnings or alerts associated with this event at the time.



This Event Demonstrates How Advanced Warning Can Help Save Lives



The vast majority of lightning stays in the sky and jumps from cloud-to-cloud. Meteorologists and climate scientists have long known that this in-cloud lightning is an early sign of impending severe weather – including dangerous and even deadly cloud-to-ground strikes that kill 50 people, on average, every year and injure far more.

Knowing that in-cloud lightning plays a key role in the formation and intensity of many kinds of extreme weather, we established [the world's largest and most advanced lightning sensor network](#). The sensors in our network continuously **monitor**, **calculate** and **report** where and when lightning strikes occur in the clouds or on the ground – what meteorologists call **total lightning**.

Our advanced technology, based on state-of-the-art lightning sensors and networking technology, now makes it possible for us to provide our customers with **peace of mind** when storms with lightning are in the area.

On mobile: WeatherBug's Spark is the only mobile tool delivering minute-by-minute, mile-by-mile lightning strike information for [Android devices](#), [iPhone](#) and [iPad](#).

On PCs: [StreamerRT](#) is the most comprehensive and user-friendly tool available to visualize live and forecast weather conditions at local, regional, national and international levels for critical decision making.

Outdoors: [Outdoor mass notification system](#) for schools, parks, athletic facilities, stadiums and other outdoor venues where safety is a priority.