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FOR IMMEDIATE RELEASE
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PRESS RELEASE

Town of Paradise Prepares for Snow Event Thursday-Friday

Paradise, CA; The Town of Paradise is preparing for a snow event starting Thursday night February 23rd through the weekend. The National Weather Service has issued a Winter Storm Warning for our area, indicating a potential accumulation of over 9 inches of snow in lower elevations of Paradise. Icy conditions and snow may persist into the weekend.

Paradise Police Chief Eric Reinbold reminds motorists to be extra cautious during this potential snow event. "Driving in snow can be extremely hazardous, especially for those who are not used to it," says Chief Reinbold. "We encourage everyone to slow down and allow extra time for their travels. Avoid sudden movements and keep a safe distance from other vehicles on the road." Further the Town strongly recommends that you do not travel unless it is necessary during peak snowfall periods.

Throughout the storm, Paradise Public Works Department will be working around the clock to clear roads and keep them as safe as possible. However, we ask for your patience and understanding as our crews work to keep up with the snowfall. Private roads and driveways may be impacted by snow plowed from adjacent roadways. The Town is staging private contractors as well as working with local agencies to provide additional support. The Police and Fire Departments will also be monitoring road conditions and responding to any emergencies that may arise.

The Town of Paradise reminds residents to stay informed and prepared during this potential snow event. Please stay tuned to local media and the Town of Paradise Radio AM1500, website and social media channels for updates.