

# FLASH FLOOD ALLEY

*The untold story of Texas' most threatening natural disaster*

*Airing on Austin's KLRU, June 21st at 7 p.m.  
Channel 18 – Cable Channel 9*

**Produced by Marshall Frech**

**[Soundtrack by Patrick Dumont](#)**

***“Flash Flood Alley” is the first documentary to chronicle one of Texas’ most important environmental issues: World-Class Flooding!***

This one-hour movie follows the lives of five Texans who rebuild after the great Central Texas flood of 1998. Their stories unfold to show how much of Texas, and especially the rapidly growing corridor from Austin to San Antonio, is the most flash-flood prone area in all of North America. Tens of thousands live in harm’s way. For example, the New Braunfels area had hundreds of families devastated in 1998 and downstream communities like Cuero and Victoria were slammed with a 50-foot flood wave that overtopped houses with no warning. In the course of story, we cover more than a dozen catastrophic floods with an amazing collection of flood footage and photographs while explaining Texas’ flood history and ongoing predicament. The movie finishes with the repeat flood of 2002 and contains spectacular aerial footage of the spillway being overtopped at Canyon Dam as the river bears down on New Braunfels (and our flood victims) yet again!

This movie maintains a dramatic pace and is backed by a powerful soundtrack, memorable characters and awesome footage. You’ll laugh, you’ll cry and you’ll remember to throw an umbrella under the driver’s seat.

**Flood Facts:** From 1998 to 2000, floods in Texas have taken over 100 lives, displaced more than 50,000 people and cost over 7.5 billion dollars. Nationally, deaths from all natural disasters are declining - except for flash flooding. Texas holds six of the top 12 world records for rainfall of short duration and has floodplain acreage the size of North Carolina.

**“This is the first program to address the real nature of Texas’ flood problems.”**

Raymond Slade, retired hydrologist - USGS

Widely recognized as one of the Texas’ leading authorities on floods

**Sponsored by:** The City of Austin, The City of Dallas, Harris County Flood Control District, San Antonio River Authority, Guadalupe-Blanco River Authority, United States Geological Survey (USGS), The Hershey Foundation

**Writer/ Producer Marshall Frech** has also developed the [floodsafety.com](http://floodsafety.com) web site and has previously won several awards for community service projects. He now lives in Boulder, Colorado where he is working on a second documentary about flooding issues along Colorado’s Front Range.

For more information or to schedule an interview, please contact Marshall Frech  
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