



NEWS RELEASE

## Six Tips for Surviving the Coming Apocalypse

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SALT LAKE CITY, Oct. 13, 2015 /PRNewswire/ -- Extra Space Storage Inc. announces the launch of its second YouTube video this year, "Six Tips for Surviving the Coming Apocalypse," ([https://youtu.be/WNOj7xNEe\\_w](https://youtu.be/WNOj7xNEe_w)) titled to acknowledge that some of life's most stressful transitions can feel like a personal apocalypse. Though the subject matter is of a serious nature, the video, featuring advice from "survivors," remains light-hearted and uplifting.



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In an effort to open a dialogue about hope in the face of the unexpected, Extra Space Storage has created #GettingToTomorrow, which launches in conjunction with the video.

The self storage company's first video, "10 Things I Wish I'd Known Before Having a Baby," created April of 2015,

was picked up by sites like the Huffington Post, Fitpregnancy.com, BuzzFeed and Mashable and has generated over 1,700,000 views on YouTube.

Extra Space Storage's latest video spotlights a Somalian refugee who recalls the initial explosions in Mogadishu, a bank manager who recounts the shock of losing her career, a climber's vivid description of surviving the recent earthquake in Nepal while climbing Everest, and a mother and her young daughter searching for courage in the wake of an auto-pedestrian accident that left the eight-year-old an amputee.

Viewers find methods for dealing with life's challenges during the touching four minute video, which features heartfelt tips for weathering life's storms.

"Through the years, we've noticed many of our customers, for one reason or another, are experiencing a life transition. Sometimes it's a crisis, sometimes it's just a change," says James Overturf, executive VP of marketing for Extra Space Storage. "For a lot of people, renting self storage is that first step in moving forward. It's not leaving the past behind, it's giving the past its own space."

Messages include having a plan, keeping a cool head and never losing hope. Viewers are also encouraged to draw strength from loved ones, take crisis situations one day at a time and recognize the strength that difficulties can draw out of us.

"We don't know our strength until we're put in a difficult situation," says Overturf. "We want our customers to know there's a light at the end of the tunnel, and we're here to help them get to a better future."

For other content pieces by Extra Space Storage, please visit their YouTube channel and Facebook page:

[www.youtube.com/extraspacestorage](http://www.youtube.com/extraspacestorage)

[www.facebook.com/extraspace](http://www.facebook.com/extraspace)

**About Extra Space Storage Inc.** Extra Space Storage Inc., headquartered in Salt Lake City, is a fully integrated, self-administered and self-managed real estate investment trust. As of October 1, 2015, the Company owned and/or operated 1,335 self-storage properties in 36 states, Washington, D.C. and Puerto Rico. The Company's properties comprise approximately 885,000 units and approximately 99.8 million square feet of rentable space. Extra Space Storage Inc. offers customers a wide selection of conveniently located and secure storage units across the country, including boat storage, RV storage and business storage. The Company is the second largest owner and/or operator of self-storage properties in the United States.

For more information, please visit [www.extraspace.com](http://www.extraspace.com).

Video - [http://youtu.be/WNOj7xNEe\\_w](http://youtu.be/WNOj7xNEe_w)

Photo - <http://photos.prnewswire.com/prnh/20141028/154912LOGO>

To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/six-tips-for-surviving-the-coming-apocalypse-300158900.html>

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