

Michigan

Snowmageddon? Snowerrated? Snowtorious BIG? What should we call the impending blizzard?



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If there's one thing I enjoy about living in Michigan, and there pretty much is just this one thing, it's the build-up to a massive blizzard – the nervous excitement in the air, the gleam of bloodthirsty derangement in the eye of **every TV weatherperson**, the obligatory grocery store trip to ensure one's liquor cabinet is adequately stocked.

Even better, though, is the opportunity to make fun of everybody who overhypes the storm, only to see it fizzle upon arrival. (Snow hysteria does actual harm, too, particularly when schools preemptively cancel classes based on forecasts.)

Yet the blizzard predicted to **hit West Michigan** later today has all the makings of the real thing, the Big One, at least based on all the alarming graphics I've seen in the past few days. Last I checked, the meteorologists at WOOD-TV had stopped talking about the storm altogether and were instead reading aloud from the Book of Revelation.

Assuming the freak-out is justified this time, we obviously need a catchy name for use in social media (*snow*-cial media?). Snowmageddon and Snowpocalypse were last year, so let's not repeat ourselves. Luckily, thanks to the Internet, we don't have to.

Pure Michigan **asked its followers** for ideas, and some of the better suggestions included SchizSnowPhrenia, The Snow-cial Network and Snow-prah Winfrey. So far, though, the agreed-upon nickname appears to be Snowtorious BIG. Hard to say who coined it, but I first came across it locally via the Twitter account of ArtPrize's **Kevin Buist**.

Here are some other suggestions from other Twitter users and my own snow-addled brain:

SnowMG, SnOMG or SNOWMYGOD

Snowly Crap

Hoth On Earth 2011 (via **John Serba**, #nerdalert)

Snowchella (for all you hipsters)

Snowerrated

Snowverkill

The Snowdeo

Snowbamacare

Side-snow Bob

Snow La Tengo (via **Kim Kibby**)

Snow Child Left Behind

Snowtown Records

Oh Snow You Didn't

Billy Snowcean

Snow! Dirty Bastard

Countdown With Keith Snowlbermann (n/a as of last week)

Ice Pack Shakur (Buist, again)

David and Snowliath

Any other good ideas?

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