**[Town Name] Announces New Alert System [custom Alert name] to Keep Community Informed During Emergency Situations**

*Public Safety Officials Encourage Residents to Create and Update Their Information in New [custom Alert name] Platform*

**Town Name, State, Date**– Public safety officials in [TOWN NAME] today announced that [CUSTOM ALERT NAME] is now available to all residents, replacing the previous [Previous Alert System] system. [CUSTOM ALERT NAME] is a free service that allows individuals to receive notifications sent from state and local authorities to stay informed on potentially hazardous situations involving weather, traffic and other emergencies, including the spread of the coronavirus.

The switch to [custom Alert name] allows residents to receive alerts via phone, text and email, and answer poll questions that will give [town name] officials critical information during emergency situations. Individuals who are signed up for alerts will receive reliable information about the coronavirus, including tailored updates based on their specific needs and geographic location.

Individuals who were previously signed up for [Previous Alert System] will be automatically enrolled in [custom Alert name] and do not need to sign up again, but are encouraged to review and update their information in the new platform to ensure accuracy. Residents and travelers to [TOWN NAME] who were not previously signed up for [Previous Alert System] should sign up for free at [URL] to receive timely and actionable emergency alerts via email, text or voice message. They can also identify when and how they are alerted and communicated with before, during, and after emergencies.

“[CUSTOM ALERT NAME] strengthens [town name] officials’ ability to communicate with residents when it matters most,” said NAME, TITLE.  “This service allows for critical communication with the public and provides individuals with the information needed to stay safe or take precautions during hazardous or emergency situations, especially the current coronavirus outbreak.”

[CUSTOM ALERT NAME] is trusted by thousands of institutions including state and local authorities, business and educational institutions. [CUSTOM ALERT NAME] sends millions of messages daily and during critical situations such as severe weather.

Community members are encouraged to sign up for [INSERT CUSTOM ALERT NAME] and input or update their information and notification preferences today at [URL].