**<insert logo>**

**<insert location> Reminds Families to Stay Safe with Smart911**

*As schools resume, <location/agency> urges families to create a Safety Profile for their household to provide vital information to 9-1-1 in case of any emergency*

**<INSERT TOWN, STATE>, August XX** – With the start of a new academic year, safety is top of mind for both parents and school officials. <insert 9-1-1 agency> is reminding families that there is a free service available to them to help plan ahead for an emergency. Smart911, the national public safety service, allows families to create a Safety Profile for their household downloading the Smart911 App or at [www.smart911.com](http://www.smart911.com/) , providing details such as photos of children, home address, medical notes and emergency contacts. If any member of the family dials 9-1-1 from any phone number registered to their profile that information will be available to dispatchers to send response teams to the correct location with current information on the individual in need. These details can greatly affect the outcome of any emergency, including:

**A Missing Child**

· In the event that a child is missing, having a current photo and physical description in the family’s Safety Profile can save valuable time as that information can be sent to officers in the field immediately to begin a search

**Emergency Call from a Child**

· A child may know how to dial 9-1-1, but they may not always be able to relay the information needed to get help fast. Details such as an address or medical notes on a parent or other family member in need can be included in the Safety Profile so that the dispatcher does not have to rely on the child for information

**An Incident Walking To or From School**

· If a child carries a cell phone and needs help while walking to or from school for a medical issue or an accident, the Safety Profile will provide contact information for parents or other emergency contacts who need to be notified

**An Incident at Home**

· In the event of a house fire, accident or other emergency at home, responders can be aware of who lives in the house, including pets, and be sure everyone is safe and accounted for when they arrive on scene

Schools can also be better prepared for an emergency with the addition of Rave Facility. By creating a profile for their facility, school administrators can make responders aware of on-site contacts, building layouts, access points and even the locations of athletic fields and parking lots. Anytime any phone calls 9-1-1 from within the boundaries of the school facility, that information will also be available to facilitate a fast response. Schools and other commercial buildings and facilities can create a profile atwww.ravefacility.com.

“With the return of school, safety is our top priority for all of our children, families and staff,” said <insert spokesperson>. “We encourage all families in our community to take advantage of Smart911 in order to help us better help them in an emergency. The addition of the facility profile will only enhance our response time and efforts to ensure our entire community will stay safe.”

Smart911 is currently available in 40 states and more than 1,500 municipalities across the country, and has been credited with positively impacting emergency outcomes including a missing child in which the girl’s photo and physical description were immediately available to 9-1-1 and responders, as well as a heart attack victim where an address and medical notes allowed responders to be dispatched to his location quickly.