**Town Name Announces** *[in****sert custom ALERT name]* Alert to Keep Community Informed During Emergency Situations**

*Public Safety Officials Encourage Residents to Sign Up For Local Emergency Notifications To Be Better Prepared for an Emergency*

**Town Name, State, Date**– Public safety officials in TOWN NAME are excited to announce that [INSERT CUSTOM ALERT NAME] is now available to all residents.  [INSERT CUSTOM ALERT NAME] is a free service that allows individuals to sign up for notifications sent from state and local authorities. [INSERT CUSTOM ALERT NAME] keeps residents and travelers informed on potentially hazardous situations involving weather, traffic and other emergencies.

“[INSERT CUSTOM ALERT NAME] enables authorities to notify the community in real time,” 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.”

[INSERT CUSTOM ALERT NAME] enables residents and travelers to TOWN NAME to sign up for free at Sign Up 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.

TOWN NAME residents and travelers can also download the Smart911 app to sign up for [INSERT CUSTOM ALERT NAME] to receive key information needed in an emergency. The Smart911 app provides enhanced functionality by sending targeted alerts based on the user’s location. Smart911 app users will receive the highest priority National Weather Service alerts including tornado warnings, flash flood warnings, and severe thunderstorm warnings based on their real-time location. Download the Smart911 App on the Apple Store or Google Play or by texting “Smart911” to 67283.

“Community members will receive notifications that will improve safety in our city and help inform residents of potentially lifesaving actions they may need to take in an emergency,” said NAME, TITLE. “The information sent out by [INSERT CUSTOM ALERT NAME] through emergency notifications allows both residents and first responders to be better informed in an emergency situation.”

“When authorities have information about a situation, such as storm or emergency, they can be more effective in providing information to the public and appropriate assistance,” said [NAME, TITLE OF ADVOCATE]. “We encourage all members of our community and their families’ sign up for [INSERT CUSTOM ALERT NAME] in order to be prepared should an emergency occur.”

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

Community members are encouraged to sign up for [INSERT CUSTOM ALERT NAME] and input their information and notification preferences today at [insert custom URL] or in the Smart911 app.