**XX Officials Encourage Residents to Download Smart911 App Ahead of Hurricane Florence**

The new app allows residents to stay informed of the latest hurricane updates and share Safety Profiles with 9-1-1 and first responders in an emergency

City, State – Month Day 12, 2018 – XX announces the new Smart911 mobile app to provide XX residents targeted location-based alerts about Hurricane Florence scheduled to make landfall XX. TOWN residents and visitors will now be able to download the Smart911 app to share and receive information needed during this category 4 hurricane.

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 and geo-targeted alerts from XX based on their real-time location.

Smart911 is the only way community members can create a Safety Profile that displays when they call 9-1-1. Via the Smart911 mobile app, households can create a Safety Profile featuring any information about their household that they want 9-1-1 and response teams to have in the event of an emergency. When a community member makes an emergency call, their Safety Profile automatically displays to the 9-1-1 call taker, allowing them to send help faster and more efficiently.

“Hurricane Florence is an extremely dangerous hurricane and residents should take every precaution to prepare and keep their family safe.” States XX. “Every resident of town should download the Smart911 app today. It could save your life.”

Benefits of the Smart911 app include:

* Agency can now send XXalerts directly to the Smart911 app in order to reach individuals in a targeted area who haven’t registered for XXalerts yet.
* Residents who have registered to receive XXalerts can view alerts via push notifications, even when they don’t have cell service.
* The Smart911 App automatically displays alerts from the National Weather Service on an interactive map for a more advanced warning.
* Residents who previously did not have home internet access or a computer can register from their mobile phones.
* Current Smart911 users can access their Safety Profile via the app and easily update their information in real-time.
* Residents can create a Smart911 Safety Profile via the app, which includes verified phone numbers, easily-updatable information for dispatchers, and uploaded photos.

With no charge or additional fees for town residents, there are no limitations to provide this safety service to the community.

Search “Smart911” in your mobile app store or text “Smart911” to 67283 to receive the download link via text message.