**New Smart911 App to Better Protect Residents in Emergencies**

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

City, State – Month Day 12, 2018 – XX announces the new Smart911 mobile app to provide greater access to the lifesaving benefits of Smart911, plus targeted location-based alerts to all residents. In time for September’s [National Preparedness Month](https://www.ready.gov/september), TOWN residents and visitors will now be able to download the Smart911 app to share and receive information needed in an emergency.

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.

In addition, the 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.

“Smart911 has proven to be lifesaving, and the addition of the app means more residents can participate and be better prepared in an emergency.” shares 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.