<Insert agency logo> 

**MEDIA ALERT**

**<Enter Location> <Enter Date>**

**<Enter Location> Reports on Response During <enter storm>**

*Public Safety Officials Urge Citizens to Prepare for the Next Storm*

**WHO:** <Enter Client Name / Location>

**WHAT:** While the recovery efforts of <insert storm details> continue, officials in <Enter Location> are reminding residents to plan ahead before the next storm, by signing up for the public safety service, [Smart911](http://www.smart911.com). Smart911 allows citizens to create a free, secure Safety Profile online that contains important information about their household. 9-1-1 call takers can quickly leverage this data to expedite their arrival time, increase the awareness of first responders before arriving to the scene, and ultimately save lives.

**WHY:** Smart911 allows citizens to [create a Safety Profile](https://www.smart911.com/smart911/registration/registrationLanding.action) for their household that includes any information they want 9-1-1 and response teams to have in the event of an emergency. When a citizen makes an emergency call, their Safety Profile is automatically displayed to the 9-1-1 call-taker, allowing them to send the right response teams to the right location with the right information.

In the event of a weather emergency, responders can be aware details that can be necessary in their response including: all residents in a household, medical needs, mobility limitations, structure details including color of the home, access points to the home, and pets.

**WHEN/WHERE:** Citizens can sign up for Smart911 immediately and for free at <https://www.smart911.com>

***If you would like further information about Smart911, please contact <insert contact> of the***

***<agency, email, phone>***