Hi <INSERT JOURNALIST NAME HERE>,

I hope this note finds you well. Reaching out to share that on April 30th, TOWN DEPARTMENT will be celebrating Smart911 Day and encouraging residents to create safety profiles to help dispatchers and first responders get critical information in the case of an emergency. I was wondering if you would be able to help us promote this important effort with a story on why this tool is so important?

For background, [Smart911](https://nam12.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.smart911.com%2F&data=04%7C01%7C%7Ce8dc0df8e8b5404baf9108d908d8b7ac%7Cbf0b48c768944eb6bf538621676ccee4%7C0%7C0%7C637550549184235439%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=c2PprXp6hrmRAS0H6U2FgjJE2TxXZqR0p2lHiGrDEGQ%3D&reserved=0) has been proven to supply critical background information and situational context to first responders so they can provide the most informed emergency response. Residents can quickly and easily create a Safety Profile for themselves and their households that includes any information they want 9-1-1 and response teams to have in the event of an emergency. When a resident 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 resources.

If you are interested in connecting, I would be happy to give you a tour of the department/station/dispatch center and talk about how the tool has been critical to our teams. I can also get you additional information on the platform and visuals (images, video, etc.) to reinforce your reporting.

Let me know if you are interested. I look forward to hearing from you.

Best,

YOUR NAME