Sample Press Release

The mark of a united community is its ability to communicate effectively. At no time is that more important than during an emergency situation.

(JURISDICTION) is pleased to announce it is partnering with the Capital Area Council of Governments to offer an emergency notification system so residents can receive local alerts. By registering your cellphone through WarnCentralTexas.org, accurate and current information can be received via text, email or phone.

“If we can’t reach you, we can’t alert you – it’s as simple as that. We all have seen the devastation that weather can bring in our area. It’s important to all of us in (JURISDICTION) to know that we can communicate with all of our residents during blue skies and gray,” said (Elected Official)

“Using WarnCentralTexas.org, residents can receive real-time information about dangerous conditions and situations provided by public safety officials. The website connects users to a host of emergency resources. And it’s where you go to sign up for local alerts. It’s an easy process, simply create an account, give a physical address and indicate how you wish to receive the messages.”

Messages are sent based on a geographical location. It’s important that residents complete the address section of the account with all the requested information.

“For example, let’s say the National Weather Service has issued a severe thunderstorm warning for a section of our community. If you are registered, and live in that area, you’ll receive the alert. If you don’t live in that area, even if you’re registered, you won’t receive the alert. If you’re not signed up, regardless of where you live, we can’t send you the message,” (Elected Official)

To register for local alerts through Warn Central Texas, go to [www.warncentraltexas.org](http://www.warncentraltexas.org) and click on the red alert button. Complete the process to start receiving accurate and effective messages during emergencies.

###