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# News Release

FOR IMMEDIATE RELEASE

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## Emergency notices delivered to Rave Alert subscribers

MURPHY (April 12, 2018) Spring can be a refreshing time for Murphy residents, allowing for long walks along the City's nature trails, fishing at the local ponds, and generally enjoying the sunshine, but it can also mean hailstorms, high winds, and weather conditions ripe with other dangers.

"Those weather events that pose a potential problem will trigger our sirens," says Police Chief Arthur "Trey" Cotten. "But in reality, the sirens are a signal to residents that they should seek more information. The sirens should never be ignored, but their true purpose is to get residents to find out what's happening and take the necessary steps to protect themselves."

That's where Rave Alert, powered by Smart911, comes into play. Signing up is free, easy and can be done online at <https://www.smart911.com/smart911/ref/reg.action?pa=CityOfMurphyPD>.

Residents who've subscribed to Rave Alert will receive emergency messages to their cell phones, mobile devices or landlines, depending on their preferences. These emergency messages contain critical information on weather events and often include advice on what to do. The information is up-to-the-minute and tailored specifically for Murphy and its immediate area.

Residents who subscribe through Smart911 can pick and choose those alerts they have an interest in, such as weather, police emergencies and emergency management notices. In addition, residents can also opt in to receiving non-emergency notices from various City departments like street closures, community events, power outages, planned detours and other special announcements.

In addition, the Smart911 system allows Murphy residents the ability to create an online personal safety profile and attach that safety profile to all their phone numbers. The profile, completely secure and confidential, can include any information they may want 9-1-1 dispatchers and first responders to have. Then, if they need to dial 9-1-1 their safety profile will immediately display on the dispatcher's screen, allowing them to send the right response teams to the right location with the right information.

Residents can include medical information such as allergies, diabetic conditions, pacemakers, heart disorders, blood types and maladies, as well as the presence of elderly family members. All of that can make a life-saving difference to medical responders. Other features include adding photos of children, pets and animals, close relatives, and other information that can prove essential in saving time during search and rescue emergencies.

Additional information, including vehicle details in the event of an accident, and even emergency contacts can all be included. All information is optional, and the citizen can choose what details they would like to include. Since each resident is responsible for inputting their own information, residents have complete control over the type and amount of information shared.

"We encourage everyone to sign up and create a profile," said Cotten. "Getting information from us and to us can definitely save lives."

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ABOUT MURPHY -- Murphy is a fast-growing community located in Collin County. The population is approximately 19,330, generally characterized as highly educated with a median household income above the state average. With more than 70 percent of the land developed, the community is dominated by single-family residences. City planners strive to preserve a country feel while exhibiting an aggressive economic development stance. Money Magazine has dubbed Murphy as the 27<sup>th</sup> Best Place to Live in America for small cities, and D Magazine placed Murphy as the fifth best suburb in the 2014 list, where it has consistently ranked in the top 10.