



For Immediate Release

#49-19

**NYC EMERGENCY MANAGEMENT'S NOTIFY NYC LAUNCHES SMS SHORT
CODE FOR WORLDPRIDE NYC**

*Text NYCPRIDE2019 to 692692 to receive important alerts and notifications about WorldPride
NYC events*

June 19, 2019 — New York City is making it easier for you to stay up-to-date about WorldPride NYC events. The New York City Emergency Management Department announced that beginning today, Notify NYC, the City's official emergency communications program, has launched an opt-in short message service (SMS) to provide information about WorldPride NYC events. New Yorkers and visitors can text the keyword **NYCPRIDE2019** to 692692 (NYCNYC) to receive alerts and updates about events including World Pride Opening Ceremony, Stonewall 50 Commemoration, and the Pride March, as well as updates on weather, road closures, traffic delays or other information that may affect Pride events. Message and data rates may apply.

“As we celebrate WorldPride here in New York City, we want New Yorkers and visitors to stay informed. With a simple text, Notify NYC's short code enhances our communication with the public and provides the information they need, the way they want it,” **NYC Emergency Management Commissioner Joseph Esposito** said.

“Creating a safe and secure environment for our attendees is our biggest priority every year. This technology will be pivotal in communicating to our 4.5 million guests the most urgent information they need to know throughout the WorldPride experience,” **NYC Pride's Executive Director Chris Frederick** said.

Notify NYC is the City's free, official source for information about emergency events and important City services. The opt-in SMS service is just one of many ways people can stay informed with Notify NYC. New Yorkers can download the Notify NYC mobile application, which is available for free download from iTunes or Google Play. To learn more about the Notify NYC program or to sign up, visit nyc.gov/NotifyNYC, call 311 (212-639-9675 for Video Relay Service, or TTY: 212-504-4115), or follow @NotifyNYC on Twitter. For up-to-date WorldPride NYC information, text **NYCPRIDE2019** to 692692.

About Heritage of Pride Inc.

Heritage of Pride is a nonprofit organization that plans and produces New York City's official LGBTQIA+ Pride events each year to commemorate the Stonewall Riots of 1969 — the beginning of the modern Gay Rights movement. Heritage of Pride works toward a future without discrimination where all people have equal rights under the law. For more information about WorldPride NYC events visit NYCPride.org.

MEDIA CONTACT: Omar Bourne (718) 422-4888



NYC EMERGENCY MANAGEMENT DEPARTMENT

nyc.gov/emergencymanagement

Press Office: 718-422-4888

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