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**FOR IMMEDIATE RELEASE:**

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## **NYC OFFICE OF EMERGENCY MANAGEMENT ANNOUNCES THAT NOTIFY NYC SENDS 1,000<sup>th</sup> MESSAGE**

The New York City Office of Emergency Management (OEM) today announced that Notify NYC, the City's official emergency public notification system, sent its 1,000<sup>th</sup> message to subscribers this week. Since the program launched citywide in May 2009 Notify NYC subscribers have received text messages, phone calls and/or emails about more than 875 incidents around the City.

"Notify NYC allows us to provide real-time information to our subscribers," said OEM Commissioner Joseph F. Bruno. "I encourage all New Yorkers to join the tens of thousands of people who have already signed up to receive free notifications about emergencies, school closures, unscheduled suspension of alternate side parking and other significant events."

Notify NYC is a free emergency notification service that provides ZIP-code specific information about significant events in all five boroughs. Subscribers can choose to receive notifications by e-mail, SMS/text, and/or recorded telephone calls. Notifications are also sent to OEM's Twitter page and can be delivered to taxi drivers, or on electronic road signs operated by the Department of Transportation (DOT). To date more than 65,000 people have registered with Notify NYC.

Notify NYC subscribers receive two types of emergency messages: alerts that provide time-sensitive information and instructions about an emergency, and notifications that serve as informational advisories. Subscribers can also choose to receive information about unscheduled alternate side parking suspensions, school closures and public health notifications.

Below are a few examples of Notify NYC messages:

- **Emergency Alert:** Alert issued 9/16/10 at 5:40 PM The National Weather Service has issued a Tornado Warning until 6:00 PM in Queens. Immediately go indoors and/or to the lowest floor of your building for shelter. Stay away from windows.
- **Public Health Notification:** Notification issued 1/11/11 at 11:00 PM. The New York City Department of Health and Mental Hygiene reminds New Yorkers to avoid carbon monoxide poisoning by cleaning snow from exhaust pipes before starting vehicle engines, avoid running vehicles in

enclosed spaces, and clear snow from the vents of combustion appliances. Never heat your home with a stove or oven.

- **School Notification:** Notification issued 1/31/11 at 9:35 AM. Due to a building condition, staff and students of PS 75 located at 95 Grove Street in Brooklyn have been relocated. Pre K – 1 students are going to the annex on the same property at 95 Grove Street in Brooklyn and grades 2 – 5 are going to PS 299 at 88 Woodbine Street in Brooklyn. All students will be dismissed from PS 75 in Brooklyn.

Notify NYC is a voluntary program. Phone numbers, email addresses and other personal information collected during the registration process will never be used for purposes other than sending Notify NYC messages and will remain confidential. For more information about Notify NYC or to register, visit [www.nyc.gov/notify](http://www.nyc.gov/notify). People who do not have regular access to email or text messaging may also register exclusively for voice alerts to their home, office or cell phone by calling 311 and using the automated phone registration system.

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