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NEW YORK CITY EMERGENCY MANAGEMENT'S NOTIFY NYC REACHES HALF-A-MILLION SUBSCRIBERS

Notify NYC is the City's free, official source for information about emergency events and important City services

March 2, 2017 – More than half-a-million New Yorkers are now getting notified. The New York City Emergency Management Department's Notify NYC system, the City's free, official source for information about emergency events and important City services, has reached more than 500,000 subscribers. Notify NYC offers subscribers nine notification types including: emergency alerts, significant event notifications, public health notifications, public school closing/delay advisories, unscheduled parking rules suspensions, major mass transit disruptions, major traffic disruptions, waterbody advisories, and beach notifications.

"Notify NYC is one of the best ways to learn about emergencies in the City, and I encourage every New Yorker to sign up for this free service," said **NYC Emergency Management Commissioner Joseph Esposito**. "We want to make sure that everyone is receiving up-to-date and accurate information in an emergency event, and Notify NYC will help New Yorkers stay informed."

Notify NYC started as a pilot program in December of 2007 as a means to communicate localized emergency information quickly to City residents. Since its inception, Notify NYC has sent out more than 8,400 notifications about local emergencies. To sign up for Notify NYC, New Yorkers can call 311, visit NYC.gov/notifynyc, or follow @NotifyNYC on Twitter. Subscribers can receive alerts in seven ways: phone, email, SMS, fax, BlackBerry PIN, Instant Messenger, and Twitter. Non-English speaking subscribers have access to a link in which the same message is listed in 13 different languages, audio format, and American Sign Language (ASL). Notify NYC's multilingual messages span a variety of emergency situations, including pre-scripted mass transit alerts, fire department activity, missing person(s) alerts, public health and safety notifications, utility alerts, weather alerts, drills and exercises, alternate side parking updates, downed trees notifications, and Combined Sewer Overflow advisories.

Notify NYC is just one way the City of New York seeks to communicate urgent information to City residents. In addition to sending e-mails, text messages, tweets, and phone calls, NYC Emergency Management has the ability to activate NYC's Emergency Alert System (EAS), which sends information immediately via television and radio, and Wireless Emergency Alerts (WEA), which send critical emergency updates to all equipped cell phones in NYC. To learn more about the Notify NYC program or to sign up, visit NYC.gov/notifynyc or call 311.

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MEDIA CONTACT: Nancy Silvestri/Omar Bourne (718) 422-4888



New York City Emergency Management Department

www.nyc.gov/emergencymanagement

Press Office: 718-422-4888

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