



FOR IMMEDIATE RELEASE:

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**RECENT SNOW STORM LEADS TO SURGE IN
NOTIFY NYC REGISTRANTS**

February 25 Marks the Largest One-Day Sign-up in Notify NYC History

The Office of Emergency Management announced today that almost 4,000 people signed up within a two-day period for Notify NYC, the City's emergency public messaging system. The program also experienced an all-time high of 2,375 people signing up on February 25. The spike in new registrants is credited to the more than 20 inches of snow that blanketed the city within two days. A total of 13 weather-related Notify messages, which provided information about alternate-side parking suspension, road closures, and school closures, were sent during this time.

Notify NYC also saw a dramatic increase in new registrants between February 10 and 11, with a total of 2,862 people signing up to receive a combination of e-mails, text messages, and phone calls about emergencies and non-emergencies in their communities. Since the program went citywide in May 2009, more than 42,000 people have signed up for Notify NYC.

Subscribers receive messages by e-mail, SMS/text, and recorded telephone calls. Participants are able to choose how they would like to be notified when they subscribe to the service. Alerts sent through Notify NYC are also posted at www.nyc.gov/notifynyc and distributed to call takers at 311 and 911 to ensure information the City provides is accurate, timely, and consistent.

Notify NYC is a voluntary program. Phone numbers, e-mail 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/notifynyc.

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