



FOR IMMEDIATE RELEASE
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WITH WINTER APPROACHING, NOTIFY NYC INTRODUCES SIGN LANGUAGE VIDEO FORMAT FOR NOTIFICATIONS ABOUT EMERGENCIES

December 16, 2014 —NYC Emergency Management recently announced that *Notify NYC* — the City of New York's free, official source of information about emergency events and important City services — now offers subscribers the option to sign up to receive sign language video messages. This new feature format is designed to give hearing impaired New Yorkers an additional resource to be better prepared not only for the approaching winter season, but for other emergencies as well. In addition to the ASL format, *Notify NYC* messages are available via phone, email, SMS, fax, BlackBerry PIN, Instant Messenger and Twitter. The *Notify NYC* ASL videos are pre-scripted to address a variety of emergency updates including flooding, coastal storms, tornadoes, extreme heat, snowstorms, airport and school closings, transit disruptions, and more.

Over the past month, *Notify NYC* issued 12 ASL messages, including travel advisories and power outage updates.

"All New Yorkers should have access to emergency information in easy-to-understand formats," said NYC Emergency Management Commissioner Joseph J. Esposito. "The new *Notify NYC* sign language videos allow subscribers to receive critical information the way they prefer to get it."

Notify NYC's videos feature certified sign language interpreters. The videos are also available for viewing on *Notify NYC's* new [YouTube](#) channel.

Today, more than 200,000 subscribers are enrolled in *Notify NYC*. New Yorkers can sign up for emergency alerts by visiting NYC.gov/notifynyc or by calling 311. In addition to the new sign language videos, subscribers can receive messages by phone, email, SMS, fax, BlackBerry PIN, Instant Messenger, and Twitter by following [@NotifyNYC](#).

Notify NYC offers subscribers several notification types. Enrollees can elect to receive one or more of these alerts:

- **Emergency Alerts** — messages about life-threatening events that may require immediate action. All registrants are automatically added to this list.
- **Significant Event Notifications** — important information about emergency events, utility outages and other types of high-impact events in your area code.
- **Public Health Notifications** — information about important public health issues in your community.

- **Public School Closing/Delay Advisories** — updates about unscheduled public school closings, delays, and early dismissals.
- **Major Mass Transit Disruptions** — planned or unplanned disruptions to regular NYC Subway, Bus, and/or regional rail service, causing significant transit service delays in one or several boroughs of NYC.
- **Major Traffic Disruptions** — planned or unplanned arterial roadway closures, causing significant traffic delays on major highways, bridges and/or tunnels in one or several boroughs of NYC.
- **Unscheduled Parking Rules Suspensions** — updates about unscheduled suspensions of citywide parking rules.
- **Waterbody Advisories** — Combined Sewer Overflows (CSOs): issued when wastewater treatment plants or sewers get too full, usually after a major rain event or snowstorm, sending untreated wastewater into NYC waterways.

Staying in Touch with NYC Emergency Management

NYC Emergency Management communicates directly with the public through a variety of tools. Residents can stay in touch with the agency via Facebook, Twitter, Instagram, and the agency's website, NYC.gov/emergencymanagement. They can also follow Commissioner Esposito on Twitter: [@joesponyc](https://twitter.com/joesponyc). New Yorkers can also sign up for *Notify NYC*, the City's free source for emergency information, by calling 311 or visiting NYC.gov/notifynyc.

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