

For Immediate Release

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**NYC EMERGENCY MANAGEMENT'S NOTIFY NYC PROGRAM TEAMS UP WITH
NEW YORK METS' SHORTSTOP AMED ROSARIO FOR NEW PUBLIC SERVICE
ANNOUNCEMENT**

Rosario uses social media to encourage New Yorkers to sign up for free Notify NYC alerts in [English](#) and [Spanish](#)

October 6, 2020 — When there is an emergency in New York City, New York Mets' Shortstop Amed Rosario knows where to receive his information: Notify NYC. The New York City Emergency Management Department today announced a new initiative with Rosario to encourage New Yorkers to sign up to receive emergency alerts and notifications through Notify NYC, the City's free, official emergency communications program. The public service announcement (PSA) is available in [English](#) and [Spanish](#), and specifically encourages Spanish-speaking New Yorkers to follow [Notify NYC Spanish](#) @NNYCSpanish on Twitter for up-to-date emergency information. The PSAs are available on Rosario's Twitter (@Amed_Rosario) and Instagram (@amedrosario1) accounts, along with NYC Emergency Management's social media platforms.

"Amed exemplifies the consummate professional on the field with the New York Mets, and we are happy that he's prepared off-the-field with Notify NYC. Accurate, timely, and trustworthy information is critical in an emergency, and we are confident that this partnership will inspire New Yorkers throughout the five boroughs to stay informed through our program," **said NYC Emergency Management Commissioner Deanne Criswell.**

"Whether in life or at the plate, there is no better way to prepare than having the information you need to make the best decision possible. Staying informed with Notify NYC, and Notify NYC Español, allows me to feel prepared for any emergency, whether it is a traffic jam on my way to the ballpark, or a pop-up thunderstorm while I'm running errands," **said Mets shortstop Amed Rosario.** "This is a great way to stay up-to-date about what's happening in the city."

Notify NYC started as a pilot program in December 2007 to communicate localized emergency information quickly to city residents. Notify NYC has issued more than 18,400 notifications about local emergencies, and its subscribership has grown to close to 1 million New Yorkers. Subscribers can receive alerts in several ways: phone, email, SMS, Twitter, and the mobile application. These notifications include a link offering audio format and American Sign Language (ASL). In addition, phone, email, and SMS alerts are also available to non-English speaking subscribers in up to 12 languages. Notify NYC's multilingual messages span a variety of emergencies, 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 more. To learn more about the Notify NYC program or to sign up, visit [NYC.gov/NotifyNYC](https://nyc.gov/NotifyNYC), call 311 (212-639-9675 for Video Relay Service, or TTY: 212-504-4115), or follow @NotifyNYC,



NYC EMERGENCY MANAGEMENT DEPARTMENT

nyc.gov/emergencymanagement

718-422-4888

@NNYCSpanish, and @NNYCChinese on Twitter. New Yorkers can also download the Notify NYC mobile application, which is available for free on iTunes or Google Play.

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