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News Release

For Immediate Release

May 10, 2010

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New Citizen Alert System Now In Place **Impending Emergency Information Can Instantly** **Be Sent To Residents Who Sign Up**

Northampton County announced today the launch of Northampton Alert (www.northamptonalert.com), an emergency text messaging system that will communicate critical information to first responders and the public during a crisis.

Northampton Alert, powered by Cooper Notification's Roam Secure Alert Network™ (RSAN™), enables county officials to send email and text messages to first responders and citizens via cell phones, pagers, Blackberry, and other mass notification media during an emergency. Alerts can be sent simultaneously to all of these devices, increasing the likelihood that each resident and first responder will receive the message no matter where they are located.

Providing information to Northampton County citizens as quickly as possible is one of the most critical factors in saving lives and preventing injuries during an emergency. Whether we are dealing with a hurricane, floods, winter storms, or threats to homeland security, implementing Northampton Alert will make our county better prepared for any kind of emergency.

Northampton County residents can sign up for Northampton Alert by visiting www.northamptonalert.com on the internet. Users can customize their subscriptions

and choose the types of alerts they wish to receive such as severe weathers alerts, traffic notifications (i.e. road closures), and AMBER alerts.

Currently the system has the ability to send a text message to a person's mobile device and at the same time send an email to them as well. The system allows a person to sign up their mobile devices, pagers and multiple email accounts. The system will continue to grow as it is updated and improved to meet the needs to area communities.

Emergency messages can be initiated by the Northampton County Department of Emergency Services to activate first responders, notify key government officials and alert the entire county or just the region affected by the threat. Messages aren't limited to emergencies; the public can also receive general news and event information such as special event details and local government updates.

Hollye Carpenter, Emergency Services Coordinator for Northampton County, is asking area residents to take approximately 3-5 minutes to sign up for the new service and to encourage their friends and co-workers to sign up as well.

Northampton County has links and a brief description of the system on its website found at http://www.co.northampton.va.us/publicsafety/es_home.html.

Citizens can sign up for the free service now. The link to sign up is <https://www.northamptonalert.com>.

The alert system was obtained through funds provided by the Virginia Department of Health. The vendor of the system is Cooper Notification's Roam Secure, a Virginia based company who specializes in notification systems.