



## NEWS RELEASE

---

**Media Contact:**

Amanda Vela | (317) 873-1585 | [www.zionsville-in.gov](http://www.zionsville-in.gov) | [Facebook](#) | [Twitter](#)

**For Immediate Release:**

September 21, 2020

### **Town of Zionsville offers enhanced emergency notification system and Smart 911**

To provide more efficient and effective emergency notification to Zionsville residents and businesses, the Town of Zionsville has teamed up with Rave Mobile Safety for [a new mass notification platform available to all residents](#). This is a free service that allows individuals to sign up for alerts to stay informed on severe weather, traffic and other emergencies. In addition to emergency alerts, users can also choose to receive community notifications.

The new system replaces the former text and email alert system used by the Town of Zionsville. Residents can [sign up for free](#) to receive alerts via text message, email and/or voice message. All residents are strongly encouraged to opt-in to receive these important notifications from the Town of Zionsville and public safety. When signing up:

- Indicate what types of alerts you want to receive: Severe Weather, Public Health/Public Safety, Traffic and/or Community
- Add your address to receive geo-targeted alerts
- Indicate how you want to be notified: by text, email and/or voice message

“We know from the current pandemic that reaching our residents in real time is more important than ever,” said Mayor Emily Styron. “When emergencies affect the town, our team must be able to reach residents instantly by email, text or voice with information and updates. We’re excited to roll out this modern technology.”

When individuals sign up for alerts, information is automatically stored on the Smart911 secure online system. Smart911 is a free service that allows individuals to create a safety profile for their household that can include any information they may want 9-1-1 call takers and first responders to have in the event of an emergency (such as people living in the household, pets in the household, medical conditions and allergies, medications and medical equipment, property layout, vehicle descriptions, emergency contacts and more). When an individual makes an emergency call, their safety profile is automatically displayed to the 9-1-1 call taker, allowing them to send response teams to the right location with the right information.

Smart911 is a national service meaning the Smart911 Safety Profile travels with individuals and is visible to any participating 9-1-1 center nationwide.

“The benefits of sharing this type of information during an emergency are immeasurable,” said Police Chief Spears. “Mobile phones do not provide an address to the 9-1-1 call taker. The Safety Profile can speak for you when you might be unable.”

[Click here](#) to sign up for alerts or simply text ZionsvilleAlerts to 78015 to sign up to receive all alerts. Users can also download the Smart911 app.

###