



TOWN OF PARADISE VALLEY POLICE DEPARTMENT

PRESS RELEASE

Alert Paradise Valley Expands Smart911 Service with Town Notifications

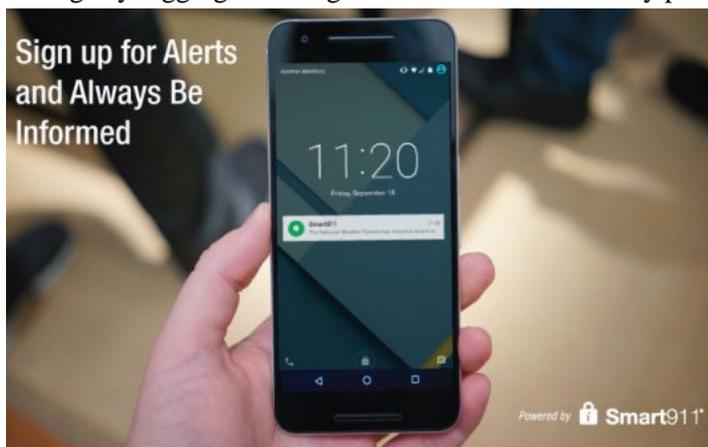
Public Safety Officials Encourage Residents to Sign Up for the Free Service That Sends All Town Notifications and Provides Emergency Responders with Key Information

Town of Paradise Valley, Arizona, 10/08/2019 – Public safety officials in the Town of Paradise Valley announced an enhancement to Smart911 that allows individuals to receive emergency and general notifications that meet the needs and interests of residents and guests called Alert Paradise Valley.



The Town is deploying service enhancements that will drastically improve communication. Through one sign up process, users can share additional information with 9-1-1 and receive timely alerts from the entire Town. The service will promote safety for residents with secondary households away from the Town of Paradise Valley as well as those guests with Smart911 profiles who may be visiting the Town.

Smart911 now enables residents and travelers to the Town of Paradise Valley to update their notification settings by logging in through the Alert Paradise Valley portal at ParadiseValleyAZ.Gov/AlertPV



Once an account is created, their Smart911 app will allow accounts to receive timely and actionable emergency alerts via email, text or voice message. They can also identify when and how they are alerted and communicated with before, during, and after emergencies as well as modify general notification settings.

“Individuals will receive notifications that will improve safety in our Town and help inform residents of potentially life-saving actions they may need to take in an emergency,” said Peter Wingert, Chief of Police. “The information in Smart911 Safety Profiles and the emergency notifications allows both residents and first responders to be better informed in an emergency situation.”

Smart911 is a free service that allows individuals to improve their personal safety by receiving alerts and creating a Safety Profile for their household that can include any information they want 9-1-1 call takers and first responders to have in the event of an emergency they need to dial 9-1-1, their Safety Profile will immediately display on the call taker's screen saving critical seconds and even minutes in response to the emergency. This is particularly resourceful for anyone who may have vulnerable needs, children, or pets.

“Smart911 saves critical time in an emergency when seconds count,” said Steven McGhee, Community Resource Officer. “The key information provided in a Smart911 Safety Profile enables us to know exactly where we are going and who we are looking for if a child goes missing or there is a house fire, those details can help us respond faster and more efficiently. Sending notifications through Smart911 allows us to keep the public informed of emergencies and how to be prepared and stay safe.”

With Smart911 the community is more informed and better prepared in the event of an emergency. Every resident in the Town of Paradise Valley is encouraged to improve their personal safety by signing up at [ParadiseValleyAZ.Gov/AlertPV](https://www.ParadiseValleyAZ.Gov/AlertPV) or text “AlertPV” to 78015 to learn more about Alert Paradise Valley.

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