



Angel L. Gillette
Hazard Mitigation/Disaster Recovery Manager
Deputy Public Information Officer

COUNTY OF NORTHAMPTON

Department of Administration Division of Emergency Management Services

100 GRACEDALE AVENUE
NAZARETH, PENNSYLVANIA 18064-8430

Telephone: (610) 746-3194 ext. 230
Fax: (610) 746-3199

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For Immediate Release

Northampton County Emergency Management Services Launches Emergency Alerting System

Nazareth, May 15, 2009 — NotifyNC, an emergency text messaging service that will allow Northampton County officials to share critical information with the public, was launched today at a press conference held at the county's Emergency Operations Center in Nazareth, PA. Northampton County Executive, John Stoffa, who was joined by Director of Emergency Management Services, Robert Mateff and County Administrator, John Conklin; encouraged the public to sign up for NotifyNC which would allow them to receive real-time updates on a variety of issues throughout the Northampton County.

“Providing information to the public quickly and accurately is a critical step needed to protect the public and prevent injuries during an emergency,” said County Executive John Stoffa. “I am proud to be here today with Emergency Management staff to launch NotifyNC, which is the next generation emergency alerting system that will greatly enhance emergency response in Northampton County.”

NotifyNC is a notification system that allows Northampton County officials to send email or text messages to cell phones, Blackberries, pagers and other enabled devices that have been registered. Using www.NotifyNC.org the public can customize their subscriptions and choose the types of alerts that they wish to receive. Examples of alerts that may be sent out by the county include severe weather alerts, transportation delays, Amber Alerts and other public safety information. The public can now sign up for this service by visiting www.NotifyNC.org.

Alerts will be automatically sent to any device that the individual selects. Northampton County Director of Emergency Services, Robert Mateff, thinks that this new service will have a dramatic impact on his Division's attempts at keeping the public aware of any ongoing emergencies within the county. “NotifyNC will keep you and yours connected to critical information when you need it most—during an emergency.” “Implementation of this public alerting system greatly enhances our efforts to prepare and protect the public,” said Mateff.

NotifyNC is powered by the Roam Secure Alert Network™ (RSAN) from Cooper Notification. Cooper has deployed other RSAN systems in major metropolitan areas across the country including the Southeast Region of Pennsylvania, the Washington, D.C. metro area, New Orleans, San Francisco and Central Florida.

“Telephone systems, both cellular and hard line, are built to handle a certain capacity. These systems can become quickly overwhelmed during a crisis,” said Ned Ingraham, Cooper Notification. “Callers may hear a fast busy signal or an ‘all circuits are busy now’ message. Cooper Notification’s Roam Secure Alert Network™ uses text-based alerting because it is less vulnerable to disruption. Text uses a part of the cell phone network that is allocated for data only, so it isn’t competing with voice to reach the recipient’s handset.”

About Cooper Notification

Cooper Notification, a platform of Cooper Industries, Ltd., is comprised of several businesses that have decades of experience and innovation in the development of high quality products and solutions. With the ever present need to protect, alert and inform, Cooper Notification is focused on meeting the growing demand for personnel and property safety. We are the source for notification solutions including Roam Secure personal and regional alerting, Wheelock fire and security notification appliances and devices, SAFEPATH and WAVES voice evacuation and mass notification systems, and Wheelock and MEDC industrial signaling. For more information, visit www.coopernotification.com.

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