

Town of Natick Press Release Community Notification Roll Out

TOWN OF NATICK, MA will be utilizing the CodeRED Emergency Notification System on Tuesday October 11, 2011 to call the entire community.

The calls will be in the morning and evening and will continue until the entire database (business and residents) has been attempted. This call will give Natick Emergency Management Personnel the chance to operate the system as if there has been a community wide disaster.

The message that is being delivered directs recipients to the town's web site to add additional contact numbers, and it also asks that recipients spread the word by mentioning the system to family, friends and neighbors.

Martha White, Town Administrator, suggests that "all individuals and businesses should take the time to visit our website and add contact information to include cellular phones and other non-traditional phones as well as email and text addresses. If your contact information is not in the database you will not receive a call when an urgent message is sent." In particular, businesses should register, as well as individuals who have unlisted phone numbers, who have changed their phone number recently, and those who use a cellular phone exclusively or have VoIP phones (such as Vonage) as their primary numbers.

White urges citizens to log onto the Town of Natick website at WWW.NATICKMA.GOV and follow the CodeRED link IN THE MIDDLE OF THE PAGE. Those without Internet access may call 508-647-9511 Monday through Friday from 9am to 4pm. Required information includes a street address (physical address, no P.O. boxes) for location purposes and a primary phone number. Additional phone numbers, email and text addresses may also be entered.

More information about the CodeRED system is on the website, any questions should be directed to Marylee Watkins, Senior Assistant to the Natick Chief of Police at 508-647-9511.

About Emergency Communications Network

Emergency Communications Network Inc. (ECN) provides affordable high-speed notification solutions capable of reaching millions of citizens in minutes. ECN's sophisticated network supports a web-based product suite featuring CodeRED[®] which enables local government officials to communicate time-sensitive, personalized messages via voice, email and text messaging; CodeRED Weather Warning[™] which provides automated alerts to citizens in the path of severe weather just moments after a warning has been issued by the National Weather Service; CheckUp Call[™] for scheduling calls to check on at-risk individuals, including the elderly, infirm and latchkey kids; and CodeED[®] for use by school systems to improve communications with their communities. For more information about Emergency Communications Network, visit emergencycommunications.net.