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## PRESS RELEASE

FOR IMMEDIATE RELEASE

July 2, 2018

### **Miami Beach Launches New Emergency Alert Program**

*— Consummating its Commitment to Keep Residents Safe and Informed With MBAlert —*

**Miami Beach, FL** – In collaboration with Everbridge, the worldwide leader in unified critical communications, the City of Miami Beach is launching MBAlert to better equip residents with the proper information to act quickly and confidently in the case of an emergency. The new notification system equips residents, City staff and emergency personnel with potentially life-saving information by alerting registered users on emergency and traffic situations as they occur.

Starting today, residents are encouraged to text MBAlert to 888777 to receive the latest emergency information. The text will prompt a link to provide further information. The more information given via the registration link, the easier it will be for precise, targeted messages such as neighborhood flood warnings or local traffic congestion.

“Public safety is consistently our top priority — it’s vital we reach our residents in a timely and accurate manner when critical information needs to be shared,” said Miami Beach City Manager Jimmy L. Morales. “MBAlert allows us to do just that by disseminating information quickly — ensuring residents have access to real-time public information when they need it the most.”

By additionally downloading and signing up on the Everbridge app, MBAlert also allows users to decide when and how they wish to be contacted. Based on their preferred contact paths, residents can receive information via a push notification, text message, call, e-mail and more. The notification service will first send a message via the primary contact path and continue to other points of contact until the user has confirmed receipt of message, creating opportunities to receive aid and assuring the safety of citizens.

“A resilient, comprehensive critical communications system is an essential tool for large cities like Miami Beach that need to notify thousands of residents and businesses rapidly and efficiently,” noted Everbridge CEO Jaime Ellertson. “Everbridge is proud to have been selected by the City as a critical component of its public safety and emergency response program.”

In addition, the City's successful traffic alert program will also be moved to the Everbridge Platform and no longer use the phone number 91011. New users that wish to sign up for the traffic alerts, in addition to the emergency alerts, should send MBTraffic to 888777 for traffic updates. All users that are currently receiving traffic texts have been transferred to the new system.

For more information, visit [www.miamibeachfl.gov/mbalert](http://www.miamibeachfl.gov/mbalert) . To sign up on the Everbridge platform, visit [www.everbridge.com](http://www.everbridge.com).

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