



THE COMMONWEALTH OF MASSACHUSETTS
EXECUTIVE OFFICE OF PUBLIC SAFETY & SECURITY



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MEMA ROLLS OUT MASSACHUSETTS ALERTS APP

New Generation of Emergency Alerting System Pinpoints Messages to Smartphones

FRAMINGHAM, MA – Receive emergency alerts and critical information on your Smartphone - - join the tens of thousands of residents of Massachusetts who already receive emergency alerts and critical information about disasters and public safety incidents on their Smartphones.

Two years ago, the Massachusetts Emergency Management Agency (MEMA) launched a free alerting app called Ping4Alerts. Since then, the app has helped keep residents of the Commonwealth alerted to severe weather (tornadoes, hurricanes, tropical storms, and severe thunderstorms), hazardous material incidents, evacuation orders, shelter-in-place orders, Amber Alerts, unsafe drinking water supplies, and other types of incidents and disasters.

On September 1st, MEMA officially launched the next generation of its free alerting app, called *Massachusetts Alerts*. *Massachusetts Alerts*, which still utilizes Ping4Alerts' platform and technology, is customized for Massachusetts and will allow MEMA and other public safety agencies to provide emergency notifications. In addition to providing alerts and critical information about ongoing incidents and disasters, *Massachusetts Alerts* will also provide preparedness tips and information, and direct users to online resources to help prepare for, manage during, and recover from a wide range of natural, technological and man-made hazards that threaten the residents of the Commonwealth.

Massachusetts Alerts provides emergency notifications and public safety information based on your location, proximity to an event or incident, and the preferences you select. Users receive real-time information, including:

- Severe weather watches and warnings (users set their own preferences)
- Amber Alerts about missing children
- Critical information during disasters, such as evacuation and shelter-in-place information
- Shelter information
- Information about power outages
- Tips to prepare for, and stay safe during disasters and public safety incidents

MEMA encourages all residents of the Commonwealth to download *Massachusetts Alerts*. *Massachusetts Alerts* is available for Apple (<http://ow.ly/zxXO7>), Android Smartphones (<http://ow.ly/zxY1j>) and tablets.

Current users of Ping4Alerts will continue to receive alerts from the Massachusetts Emergency Management Agency; MEMA now pushes alerts and critical information to *Massachusetts Alerts* and Ping4Alerts.

MEMA is the state agency charged with ensuring the state is prepared to withstand, respond to, and recover from all types of emergencies and disasters, including natural hazards, accidents, deliberate attacks, and technological and infrastructure failures. MEMA's staff of professional planners, communications specialists and operations and support personnel is committed to an all hazards approach to emergency management. By building and sustaining effective partnerships with federal, state and local government agencies, and with the private sector - individuals, families, non-profits and businesses - MEMA ensures the Commonwealth's ability to rapidly recover from large and small disasters by assessing and mitigating threats and hazards, enhancing preparedness, ensuring effective response, and strengthening our capacity to rebuild and recover.

For additional information about MEMA, go to www.mass.gov/mema. Also, follow MEMA on *Twitter* at www.twitter.com/MassEMA; *Facebook* at www.facebook.com/MassachusettsEMA; and *YouTube* at www.youtube.com/MassachusettsEMA. *Massachusetts Alerts*: to receive emergency information on your smartphone, including severe weather alerts from the National Weather Service and emergency information from MEMA, download the *Massachusetts Alerts* free app. To learn more about *Massachusetts Alerts*, and for additional information on how to download the free app onto your smartphone, visit: www.mass.gov/mema/mobileapp.