

Hyper-Reach: Press Release

Calloway County Emergency Management Begins Using A new Provider for Emergency Alert Notifications

Telephone-based mass notification systems are used by thousands of public safety agencies across the US to warn citizens about local emergencies, hazards, and other threats. Now Calloway County will be using Hyper-Reach to replace CodeRED as its mass notification system. Hyper-Reach is a state-of-the-art mass emergency notification system designed specifically for public safety. The county now is enrolling the public into the system. The new service is cost-free to the public and replaces the Code Red System. Those previously signed up to code Red will need to register with the new system.

The new emergency alert system will provide rapid notification of hazardous and urgent situations using a mix of telephone calls, text and email messages, and even TTY/TDD service for the hearing impaired. The system sends thousands of these messages to geographically targeted households in seconds and can simultaneously deliver them to an even broader audience via social media, as well as sending broadcast messages to smartphones in an affected area by providing access to FEMA's Wireless Emergency Alert (WEA) system. "Our goal is to provide timely warnings to the citizens of Murray & Calloway County as effectively and cost-efficiently as possible," said Jeff Steen, Calloway County's Director of Emergency Management. "We reviewed major vendors for emergency notification service, and Hyper-Reach gave us everything we needed at a competitive value. We are pleased with the enhanced capabilities that Hyper-Reach provides." There is no cost for using the Hyper-Reach alert system. The Code Red users will have to sign up for the new service since the Code Red program has been concluded.

The County plans to use the service primarily for alerts about weather and environmental hazards, criminal activity, and missing persons. Landline phones are automatically enrolled for Community alerts. If Citizens wish to receive these free weather alerts on their mobile phones they will need to enroll. The Public is encouraged to enroll to receive Community or Weather alerts to VoIP phones, cellphones phones, or email addresses. Residents and people who work in Murray & Calloway County should enroll now either by calling or texting "Alert" to **270-767-6464** or by going to the website: <http://hyper-reach.com/kycallowaysignup.html>

Hyper-Reach: Press Release

Residents can also receive emergency alerts via their Alexa-enabled smart speakers just by saying “Alexa, enable Hyper-Reach” and following the Alexa-provided instructions. With more than 50 million US households using Alexa devices, there are hundreds of County residents with Alexa units.