

# **South River Machar Fire Department**

*148 Ottawa Avenue, PO Box 310 South River, ON P0A 1X0*

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## **Media Contact:**

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## **Village of South River-Township of Machar Contracts with CodeRED to Provide Mass Notification Services to the Community**

**The Village of South River and the Township of Machar (July 16, 2015)** have contracted with Emergency Communications Network, LLC to license its CodeRED high-speed notification solution. The CodeRED system provides the Village of South River and the Township of Machar officials the ability to quickly deliver messages to targeted areas or the entire community.

RISTO MAKI, Fire Chief South River Machar Fire Department, cautioned that such systems are only as good as the telephone number database supporting them. "If your phone number is not in the database, you will not be called." One of the reasons the CodeRED system was selected is it gives individuals and businesses the ability to add their own phone numbers directly into the system's database, which is an extremely important feature.

"No one should automatically assume his or her phone number is included," Maki said, urging all individuals and businesses to **log onto the South River Machar Fire Department's web site, [www.srmfd.com](http://www.srmfd.com) and follow the link to the "CodeRED Community Notification Enrollment" page. Those without Internet access may call the Fire Department's Administration line (705-386-0066), to supply their information over the phone.** Required information includes first and last name, street address (physical address, no P.O. boxes), city, postal code, and primary phone number, additional phone numbers can be entered as well.

All businesses should register, as well as all individuals who have unlisted phone numbers, who have changed their phone number or address within the past year, and those who use a cellular phone or VoIP phone as their primary number. "CodeRED allows geographically based delivery, which means street addresses are required to ensure emergency notification calls are received by the proper individuals in a given situation. The system works for cell phones too, but we need to have an associated street address to provide relevant messages," MAKI explained.

CodeRED gives those who want to be included an easy and secure method for inputting information. The data collected will only be used for emergency notification purposes. Questions should be directed to the **South River Machar Fire Department, 705-386-0066.**

## **Village of South River-Township of Machar to Utilize CodeRED Mobile Alert App for Mass Notification**

**The Village of South River and the Township of Machar (July 16, 2015)**, through a contract with Emergency Communications Network, LLC, will begin providing public safety alerts through the company's new public safety app – CodeRED Mobile Alert.

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The app, which is a free download for iPhone and Android subscribers, will allow City/County residents, as well as those traveling through the area, to receive community and emergency alerts via notifications to their smartphones. Risto Maki, Fire Chief South River Machar Fire Department, said the new platform will serve as one additional tool to help inform the community and visitors about important information that may impact their safety. "The app works similarly to our current CodeRED system. If you have the app downloaded and are in the affected area of the alert, a notification will be sent through the app to alert you of the issue," MAKI said.

Residents who have enrolled for the CodeRED System will continue to receive voice calls, text messages and emails. However, the app is designed to keep users safe and informed while on the go. "The app is unique because, for example, if we have area resident who is traveling to another area that also uses the CodeRED system, they will receive any community or emergency alerts from that specific area as well. It's just one extra way to stay safe when you're away from home," MAKI said. This additional outlet for the municipalities to communicate time-sensitive messages to residents and visitors is at no additional cost to the current contract with Emergency Communications Network.

Emergency, community and missing children alerts are always free to app users. Residents with iPhones and Android smartphones are encouraged to download the app to begin receiving notifications from Village of South River and the Township of Machar. The app is available for a free download on the iTunes store and Google Play. For more information or to download the CodeRED Mobile Alert app, visit <http://ecnetwork.com/mobile/getitnow.html>.

## About Emergency Communications Network

Headquartered in Ormond Beach, Fla., Emergency Communications Network, LLC (ECN) has pioneered high-speed emergency notification services capable of reaching millions of citizens in minutes. ECN's sophisticated network supports a web-based product suite featuring four major services: 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; My Daily 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. To learn more, visit [www.ecnetwork.com](http://www.ecnetwork.com).

## **To enroll:**

**Log onto the South River Machar Fire Department's web site, [www.srmfd.com](http://www.srmfd.com) and follow the link to the "CodeRED Community Notification Enrollment" page. Those without Internet access may call the Fire Department's Administration line (705-386-0066), to supply their information over the phone. Required information includes first and last name, street address (physical address, no P.O. boxes), city, postal code, and primary phone number, additional phone numbers can be entered as well.**