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FOR IMMEDIATE RELEASE

## **MEDIA RELEASE**

### **Northern Rockies Unveils New Emergency Notification System**



FORT NELSON, BC - Emergency preparedness procedures are an integral part of community safety and the Northern Rockies Regional Municipality (NRRM) has taken another step to keep residents and visitors informed in the case of a critical incident.

Voyent Alert is a multi-purpose communication service used to send alerts to residents, businesses and visitors during critical events like fires or floods. In the NRRM, the system will be used to alert to hazards such as wildfires, although the platform has the ability to be used for other public messaging as well.

Upon receiving an emergency alert, it is important to take action safely. Stop what you are doing when it is safe to do so and read the emergency alert. Information could include but is not limited to: limit unnecessary travel, evacuate the area, seek shelter etc. Seek credible information from official sources in your community - *please do not contact emergency services for information related to an alert, unless a life is at risk.*

“The Northern Rockies has a great new tool to inform people in the case of an emergency – in this connected age, the municipality is able to convey information at a critical point in time, using the most popular communication methods available,” said Mayor Gary Foster of the new alert notification system.

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#### **For more information:**

- [NRRM Alert](#)
- [NRRM Emergency Alert System Frequently Asked Questions](#)