



# Sampson County Local Government

## PRESS RELEASE

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### **Sampson County Announces Sampson County Alert to Keep Community Informed During Emergency Situations**

*Public Safety Officials Encourage Residents to Sign Up for Local Emergency Notifications to Be  
Better Prepared for an Emergency*

Public safety officials in Sampson County are excited to announce that Sampson County Alert is now available to all residents, go live date will be January 1, 2020. Sampson County Alert is a free service that allows individuals to sign up for notifications sent from state and local authorities. Sampson County Alert keeps residents and travelers informed on potentially hazardous situations involving weather, traffic and other emergencies.

“Sampson County Alert enables authorities to notify the community in real time,” said Ronald Bass, Emergency Services Director. “This service allows for critical communication with the public and provides individuals with the information needed to stay safe or take precautions during hazardous or emergency situations.”

Sampson County Alert enables residents and travelers to sign up for free at <https://www.smart911.com/smart911/ref/reg.action?pa=sampsonnc> to receive timely and actionable emergency alerts via email, text or voice message. They can also identify when and how they are alerted and communicated with before, during, and after emergencies.

Sampson County residents and travelers can also download the Smart911 app to sign up for Sampson County Alert to receive key information needed in an emergency. The Smart911 app provides enhanced functionality by sending targeted alerts based on the user’s location. Smart911 app users will receive the highest priority National Weather Service alerts including tornado warnings, flash flood warnings, and severe thunderstorm warnings based on their real-time location. Download the Smart911 App on the Apple Store or Google Play or by texting “Smart911” to 67283. “Community members will receive notifications that will improve safety in our county and help inform residents of potentially lifesaving actions they may need to take in an emergency,” said Ronald Bass, Emergency Services Director. “The information sent out by Sampson County Alert through emergency notifications allows both residents and first responders to be better informed in an emergency situation.”

“When authorities have information about a situation, such as storm or emergency, they can be more effective in providing information to the public and appropriate assistance,” said Susan Holder, Sampson County Public Information Officer. “We encourage all members of our

community and their families to sign up for Sampson County Alert in order to be prepared should an emergency occur.”

Rave Alert is trusted by thousands of institutions including state and local authorities, business and educational institution. Rave Alert sends millions of messages daily and performs flawlessly in critical situations such as severe weather. Community members are encouraged to sign up for Sampson County Alert and input their information and notification preferences today at <https://www.smart911.com/smart911/ref/reg.action?pa=sampsonnc> or in the Smart911 App.

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