



FOR IMMEDIATE RELEASE:  
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### **Salisbury partners with Nixle public safety notification system**

*-- Residents who sign up will receive real-time alerts --*

Salisbury, N.C., (Monday, Oct. 31, 2016) -- The City of Salisbury has partnered with Nixle, a mass notification system, to implement a community notification system to alert residents in real-time about localized emergency situations and relevant community advisories.

Nixle is a secure communications service currently partnering with more than 7,200 municipal, county and state government agencies across the U.S. on community engagement and emergency notifications. The service works closely with the National Law Enforcement Telecommunication System (NLETS) for data security, as well as the National Center for Missing and Exploited Children, the National Blue Alert Network, and Google for reach and two-way information exchange.

Nixle alerts can be sent via text, email, voice, web, social media, and its mobile app, OneBridge, in an instant. All alerts are targeted geographically, allowing residents to receive localized, relevant alerts from the city. The Nixle system, available at no cost to citizens, will be most effective when a large number of Salisbury citizens subscribe. Standard messaging rates will apply.

"Ensuring that we effectively communicate with our residents is one of the city's top priorities, particularly in emergency situations," said City Manager W. Lane Bailey. "We have discovered that one of our challenges is that our community sometimes receives limited information through a variety of channels. Through the Nixle application, we can send the same message to everyone through their preferred method, including email, cell phone and landline telephones. Information such as emergency situations, road closures, leaf and limb pickup and water main breaks in specific neighborhoods can be sent via Nixle alert. The important thing is that residents register to receive these alerts."

Salisbury residents can register to receive alerts through several different methods:

1. Text their Zip Code or SALISBURY to 888777
2. Visit [www.nixle.com](http://www.nixle.com)
3. Go to City of Salisbury's website at [www.salisburync.gov](http://www.salisburync.gov) and sign up via the Nixle widget
4. Download the OneBridge app available through the Apple App Store or Google Play Store

Once registered, residents will receive a confirmation text to their mobile device or email. Residents may also customize their alert settings by going to [www.nixle.com](http://www.nixle.com) and creating a user profile.

Features of the application include language preferences, an anonymous crime tip feature and National Weather Service severe weather alerts.

*The City of Salisbury, America's first 10-gigabit city, is located in the heart of the Piedmont region of North Carolina, midway between Charlotte and Greensboro. Salisbury is the county seat of Rowan County, and provides a full range of municipal services, including law enforcement, fire protection, zoning and code enforcement and water and sewer systems. For more information regarding the City of Salisbury and its services and departments, please visit us on the web at [www.salisburync.gov](http://www.salisburync.gov). To receive updates regarding local initiatives, meetings, programs and events, please follow us on Twitter at @CitySalisburyNC and Facebook at <https://www.facebook.com/CitySalisburyNC>.*