



Sign Up for *Vic-Alert* Victoria's New Emergency Notification Service

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For Immediate Release

VICTORIA, BC — The community is invited to sign up for *Vic-Alert*, the City of Victoria's new emergency notification service. *Vic-Alert* informs residents, businesses, those who work or play downtown, and visitors of major emergencies or disasters that may impact them.

Vic-Alert will be used to deliver important emergency information, such as imminent threats (e.g. severe weather, power outages, tsunami), AMBER alerts, and local incidents that affect specific areas of Victoria. The service enables emergency notices to be disseminated City-wide or to targeted areas, which can be helpful for neighbourhood-specific emergencies such as a gas leak/evacuation.

With *Vic-Alert*, subscribers will receive emergency updates and helpful instructions where they are, when they need them. The service provides the option to receive notifications by text, email or voice call. Because emergencies can happen at any time, it's a good idea to include the voice call notification. A phone call in the middle of the night may wake a person, while a text may not.

Signing up for *Vic-Alert* is quick and easy and can be done from a mobile phone, tablet or computer. The service enables individuals to sign up family members as well. To sign up to receive *Vic-Alert*, visit VictoriaReady.ca.

Due to BC privacy laws, notifications can only be sent to a private phone or email when a citizen grants permission, which is why *Vic-Alert* is subscriber-based. All personal contact information provided will remain confidential and will not be used for any other purpose.

Vic-Alert is a web-based service; it is not an app. The cost of the service is \$5,000 per year and is provided by Connect Rocket, a Vancouver-based company with its servers located in Canada. The company aims to provide the fastest and most reliable incident tasking and operational communications tools for emergency services teams. The City already uses the service for call-outs to its Emergency Management volunteers and Emergency Operations Centre staff.

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For More Information:

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