



PRESS RELEASE

City of Pueblo Police Department

City of Pueblo Colorado

Selects Emergency Notification Provider

Hyper-Reach Chosen to Help Protect Lives and Property



July 14, 2021 [FOR IMMEDIATE RELEASE]

Telephone-based mass notifications systems are used by thousands of public safety agencies across the US to warn citizens about local emergencies, hazards, and other threats. The City of Pueblo announces they have selected Hyper-Reach to help bring this same life-saving capability to the area. Hyper-Reach is a state-of-the-art mass emergency notification system designed specifically for public safety. This service is fully operational.

The new emergency alert system will provide rapid notification of hazardous and urgent situations using a mix of telephone calls, text, and email messages, and even TTY/TDD service for the hearing impaired. The system sends thousands of these messages to geographically targeted households in seconds and can simultaneously deliver them to an even broader audience via social media.

The city plans to use the service primarily for alerts about weather and environmental hazards, criminal activity and missing persons. Landline phones are automatically enrolled for Community alerts, but Weather alerts to landline phones and Community and Weather alerts to mobile phones, VoIP phones, and email addresses are only included when people enroll. Residents and people who work in the City of Pueblo are encouraged to enroll now either by calling or texting "Alert" to (719) 733-8820 or by going to the website <http://hyper-reach.com/cocityofpueblosignup.html>.

Citizens can get emergency alerts via their Alexa-enabled smart speakers just by saying "Alexa, enable Hyper-Reach" and following the Alexa-provided instructions.

Citizens can also download the Hyper-Reach Anywhere app on their smartphone. Hyper-Reach Anywhere is a free smartphone app that allows individual citizens to manage and monitor the alerts they receive, both for their home and office addresses and for other addresses they care about such as those of elderly relatives or friends.

"We're honored to have been selected by the City of Pueblo, Colorado to provide its emergency alerts," said Sam Asher, President of Hyper-Reach. "It's gratifying to be part of an effort to save lives and protect property and we take that responsibility very seriously."

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