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# News Release

FOR IMMEDIATE RELEASE

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## Free alert system crucial in all types of emergencies

MURPHY (April 6, 2021) Getting accurate, timely, and most importantly, official information to help families make important and perhaps life-saving decisions in emergencies of all types is the reason Murphy Police encourage residents to sign up for Rave Smart911.

“The first step in preparing for an emergency, such as a large and potentially dangerous weather system, is knowing that it’s coming,” says Police Chief Trey Cotten. “Being aware of the danger is essential to keeping our families safe.”

Signing up for the free Rave Smart911 alert program, the official emergency notification system used by the City of Murphy, can mean the difference between getting through an emergency safely or not. Alerts can be provided to participants through email messages, text messages or voicemail messages, or any combination of these.

Citizens can sign up by logging on to <http://murphytx.org/166/RAVE-Smart-911> and creating a Safety Profile for their household that can include any information they may want 9-1-1 and first responders to have. That allows dispatchers to send the right response teams to the right location with the right information.

“The Safety Profile allows residents the ability to include medical information such as deadly allergies, diabetic conditions, pacemakers, heart disorders, blood types and maladies, as well as the presence of elderly family members,” said the Chief. “All of that can make a life-saving difference to emergency responders.”

Once a Rave Smart911 account is established by an individual or family, the kinds of alerts can be specifically chosen, including weather, traffic, emergency, and others. These include bomb and active shooter threats, chemical spills or gas leaks, contamination of drinking water, fires, impending floods, missing persons and virtually any emergency where information needs to be disseminated quickly and accurately.

Other features include adding photos of children, pets and animals, close relatives, and other information that can prove essential in saving time during search and rescue emergencies. The Safety Profile must be checked and verified every six months to ensure accuracy and completeness. “There is really no good reason not to do this,” concluded the Chief.

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ABOUT MURPHY -- Murphy is a fast-growing community located in Collin County. The population is approximately 20,010, generally characterized as highly educated with a median household income well above the state average. With more than 80 percent of the land developed, the community is dominated by single-family residences. City planners strive to preserve a family-oriented community with a strong sense of place. Money Magazine has dubbed Murphy as the 27th Best Place to Live in America for small cities, and D Magazine placed Murphy as the fifth best suburb in the 2014 list, where it has consistently ranked in the top 10.