

## Sign up for the City's new Emergency Text Notification service

(Penticton, BC – June 7, 2022) – Residents who sign-up for the City of Penticton's new text messaging system will receive emergency alerts directly to their mobile devices.

"In times of an emergency, we want the public to have the information and instructions they need to protect themselves, their family, their neighbours and their friends," says Mayor John Vassilaki. "This new service provides an additional option for the community to receive emergency information directly. I recommend everyone sign up for this new service ahead of the summer."

Currently, residents can subscribe to receive email notifications from the City on news, meetings, events and emergencies. Subscribers to the new Emergency Text Notification service will only receive texts during an active emergency when an evacuation alert or order has been issued in the city as a result of a flood, fire or other emergency or disaster. Residents can sign up by visiting [pentiction.ca/subscribe](https://pentiction.ca/subscribe). Over the next few months, the City will periodically issue test messages so that residents can confirm their subscription. There is an option to unsubscribe from this service on the website.

"All information about an active emergency will continue to be shared through the City's traditional communication systems including news releases, social media and our website. The emergency texts are an additional service that make it possible to receive emergency information about evacuation alerts and orders directly without the need to search for it," says JoAnne Kleb, the City's Communications and Engagement Manager.

Residents may have also learned of Emergency Management BC's new Broadcast Intrusive Alert System for heat, flood and wildfire emergencies. This system reaches the public through wireless devices and interrupts regular TV and radio programs. It is intended to be used when there is an immediate threat to life safety and the emergency does not allow for any warnings. This service is available for local governments to use in an extreme event. The City will also include the option of using this service in its emergency communication systems. As the Broadcast Intrusive Alert System does not require a subscription, it will make it possible to reach the City's tourist population in the summer as well as residents.

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