



News Release

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Department of Emergency Services

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County Rolls Out New Emergency Alert System, Sign Up Now

FAYETTEVILLE – The Cumberland County Emergency Services Department has launched “Cumberland Alerts,” a new county-wide emergency notification system. Anyone who has a home or work address within Cumberland County is urged to sign up for the alert system. Businesses, organizations and institutions are also encouraged to subscribe.

To sign up for notifications, visit www.co.cumberland.nc.us/alerts and create a user account. Users can then select the communication methods they prefer such as email, text or phone call and enter their address. Addresses entered must be in Cumberland County and will be used to provide users information about emergency events and County announcements in that area. Multiple addresses may also be entered. The information provided is protected and will not be used for any other purpose.

Cumberland Alerts replaces the existing emergency notification system. Anyone who is subscribed to the existing system must sign up for Cumberland Alerts to continue receiving alerts. The existing system will be discontinued effective Aug. 24.

“Signing up for Cumberland Alerts is the first step in preparing for emergency situations. The system allows Emergency Services to provide residents with fast and accurate information so they can be in the know when an emergency happens,” said Emergency Services Director Randy Beeman. “The safety of our citizens is extremely important to us and Cumberland Alerts will help us alert residents to help keep them safe.”

Cumberland Alerts provides many features in an easy-to-use format. Users will be able to personalize their notifications by selecting the location-based weather alerts they want to receive as well as how they would like to receive those alerts. Additionally, users will receive geographic-based alerts for situations such as law enforcement activity, missing persons and more. Alerts can be sent by voice or text communication to multiple devices including computers, land lines, cellphones and tablets.

When an alert is issued, a notification about a potential safety hazard or concern will be sent to subscribers by the communication path for which they registered. Users can confirm they have received the message and will not be contacted by any subsequent methods regarding that notification. If a user does not confirm, the system will continue to attempt to reach the user using all the contact paths they registered for.

The new system can deliver more than 2.1 million messages per hour, or 35,000 per minute and there are no notification or minute limitations, which allows Emergency Services to ensure communication with residents when it’s most important.

The system database will be maintained by Emergency Services to ensure it is kept up-to-date with accurate subscriber information.

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