



# *Municipality of Princeton*

400 Witherspoon St  
Princeton, NJ 08540

---

*Access Princeton*  
Telephone 609-924-4141  
Website: <http://www.princetonnj.gov/accessprinceton>

**Christina Rothman-Iliff**  
*Manager*

**FOR IMMEDIATE RELEASE – July 10, 2017**

## **Princeton Keeps Citizens Safe and Informed with a New Emergency Alert System**

Princeton, NJ – The Municipality of Princeton is now working with Everbridge to keep residents and staff informed with quick and reliable emergency notifications and public service announcements. Residents are encouraged to register to receive these updates by going to the municipal website [www.princetonnj.gov](http://www.princetonnj.gov) and clicking the “Emergency Alert System” button on the right-side menu.

This notification system will be used to alert residents of emergencies, road closings, brush and leaf pickups, changes to trash/recycling/compost scheduling as well as any other pertinent municipal changes. Residents have the option of choosing what method they want to be notified—cell phone, text message, home phone, email, and more.

Residents who signed up for our previous system, Rapid Notify, must register for the new Everbridge system to ensure they receive emergency notifications. This new system has more options for notifications and this will ensure your information is up to date.

Having a reliable and fast notification system is imperative to keep the community safe and informed. “The emergency alert system is one of the most effective ways for the municipality to disseminate emergency and other important information,” said Mayor Liz Lempert. “By signing up, residents can ensure they continue to receive notifications from the town, and can decide how they’ll receive those messages” Chief Nick Sutter added “In today’s ever changing technical environment a robust emergency alert system is paramount to mass community notifications in emergency situations.”

Princeton is excited to partner with Everbridge and give residents more options for notifications. Everbridge provides a unified critical communication suite that helps clients be better prepared, make better decisions, and respond quickly and confidently during disruptive events. For more information on Everbridge visit [www.everbridge.com](http://www.everbridge.com)

###