



**SHERIFF'S DEPARTMENT
MADERA COUNTY**
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John P. Anderson, Sheriff-Coroner

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DATE: Monday September 10, 2012
TO: NEWS MEDIA
RE: SHERIFF LAUNCHES INNOVATIVE EMERGENCY ALERT SYSTEM
If we can't reach you, we can't alert you!
Sign up by logging onto www.MCAAlert.org

MADERA COUNTY –Sheriff John Anderson today announced, Madera County’s Emergency Notification System is now available to all citizens – including those who rely solely on cell phones.

Sheriff Anderson says this technological advancement in transmitting critical alerts to the public was necessary in order to reach the vast number of households switching from landlines to wireless service.

In fact the wireless telecommunications industry estimates that at least a quarter of American households, if not more, now rely on cell phones as their only source of communication.

Madera County’s Emergency Alert System, **MC-Alert**, is now capable of texting, calling and emailing residents and businesses owners during significant or catastrophic events when they occur. “But if we can’t reach you, we can’t alert you. So it’s imperative that citizens enroll at www.MCAAlert.org.”

By including cell phone information Sheriff Anderson says users can now receive information regardless of their location. “By alerting you on your cell phone, you are instantly in the know no matter where you are.”

MC-Alert is vital to residents of our community, he says. “Whether they are part-time homeowners in the Sierra foothills, year-round residents, or migrant workers, everyone must be able to receive emergency broadcast messages.”

Sheriff Anderson also urges those who maintain landline service to also register, so that they can update their contact information as well. “The efficiency of **MC-Alert** will greatly depend

on community participation. Our county's Dispatch center needs a complete and updated list of our county contacts in order for this system to operate effectively."

How you want to be alerted is now your choice.

To sign up, citizens must log on to www.MCAAlert.org to register for Madera County's Emergency Notification System. Residents can include any address in Madera County of concern to them. When registering residents will be instructed to provide how they wish to receive alerts. "*How you want to be alerted is now your choice.*"

Residents without computers can access www.MCAAlert.org from any public computer located at either public libraries or in the case of eastern Madera County, at Sierra Tel located in the Von's shopping center in Oakhurst.

***** Subscribers who choose to receive alerts on their cellular phone may be charged the standard fee from their cell phone provider. Madera County is not responsible for any charges incurred as a result of receiving alerts on your cell phone.***

All information provided to access this free service is kept confidential and used for emergency notifications only. We will not give or sell your address information, telephone numbers or email addresses to any vendor or other organization.