

**FOR RELEASE**  
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**Bowie Launches Alert Bowie 2.0**  
*Residents Encouraged to Sign Up for New and Improved System*

[*Bowie, MD June 23, 2014*] The City of Bowie is launching a new alerting system this week. Called **Alert Bowie 2.0**, the new system will provide more ways to get information and more flexibility in how the information is received. Current subscribers of Alert Bowie receive emergency alerts, public safety notices, and Bowie E-News messages via email and text. With Alert Bowie 2.0, users will be able to receive important information via a mobile device application, by fax, by telephone call, as well as by text message and email.

Since 2005, the City of Bowie has kept those who live and work in Bowie in the know with its Alert Bowie emergency alerting and information sharing system. Alerts have warned subscribers about tornadoes, kept them informed about power outages and restoration estimates during hurricanes, provided plowing updates during blizzards, and earlier this year helped locate a vulnerable senior who had wandered away from caregivers. The system has also been used to report road closures, share crime alerts and remind subscribers about upcoming local events.

Current Alert Bowie subscribers will continue to receive alerts and E-News messages from the City of Bowie, but in order to take advantage of the new features offered by Alert Bowie 2.0 or to make changes to their current subscriptions, they will need to create a new account. New subscribers are also welcome. Mayor G. Frederick Robinson, who is a proponent of local alerting systems, says, "I encourage new residents and others who have a need to keep up with what's going on in Bowie, to register for Alert Bowie 2.0 and get connected."

The simple account registration process will take a few minutes to complete, but it will open the door to ensuring that subscribers have the information they need when they need it most. It will also allow residents to pick and choose what kind of notifications they want to receive, as well as specify particular times during the day when they would prefer to block any incoming notifications. "It's important that we keep our citizens informed, but we also want to give citizens a say in what information they receive and when," says Una Cooper, Communications Coordinator for the City and the administrator of Alert Bowie since its inception in 2005. "Alert Bowie 2.0 is a powerful, state-of-the-art system that gives us that flexibility and is an excellent solution for our current and future needs."

Alert Bowie 2.0 is powered by Everbridge, a company providing alerting solutions to government agencies, universities, and businesses in over 100 countries. It is the choice of the City of Boston and was used heavily by that city's officials after the Boston Marathon bombings to keep residents safe and informed. Governments throughout the National Capital Region will be making the switch to Everbridge over the next few weeks. To register for Alert Bowie 2.0, visit the City's website at

[www.cityofbowie.org/alerts](http://www.cityofbowie.org/alerts).

Residents that live, work, or go to school in different jurisdictions in the National Capital Region can also sign up to receive alerts from multiple jurisdictions. To find out about all of the available government alert systems in the National Capital Region, please visit [www.CAPITALERT.gov](http://www.CAPITALERT.gov).

The following is a list of notification topics now available through **Alert Bowie 2.0**:

***Emergency Alerts***

- Weather warnings (tornadoes, ice storms, high wind warnings, etc.)
- Hazardous situations (hazmat spill, gas leak, active police incidents)
- National or local emergencies

***Public Safety Messages***

- Crime alerts (wanted posters, warnings about crimes in a particular area)
- Traffic problems (signal outages, road closures, accidents)
- Health alerts (rabid animals, pandemics, flu clinics, boil water alerts, etc.)

***Bowie E-News\****

- Bowie News Flash (Monthly summary of news and events)
- Bowie Spotlight (City newsletter)
- City Council Actions (Upcoming meetings & Council actions)
- Government Closings / City Service Interruptions
- Jobs
- Senior News (Senior Center newsletter)
- Skate Park News

\*Full *Bowie E-News* messages will be sent via email. Short messages directing recipients to links to more information will be sent by text, mobile application, and fax. Voice calls will usually be reserved for emergency alerts and public safety messages.

For more information about Alert Bowie 2.0 visit [www.cityofbowie.org/alerts](http://www.cityofbowie.org/alerts) or call Una Cooper at 301-809-3032.

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