

City of Anadarko Selects Emergency Notification Provider Hyper-Reach Chosen to Help Protect Lives and Property

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For Immediate Release

Telephone-based mass notifications systems are used by thousands of public safety agencies across the US to warn citizens about local emergencies, hazards and other threats. The City of Anadarko announces that they have selected Hyper-Reach to help bring this same life-saving capability to the area. The city expects to have the service fully operational by the end of March.

The new emergency alert system will provide rapid notification of hazardous and urgent situations using a mix of telephone calls, text and email messages, and even TTY/TDD service for the hearing impaired. In addition, Hyper-Reach provides The City of Anadarko with access to the Wireless Emergency Alert system developed by FEMA, enabling broadcast text messages to most mobile phones made since 2011. And there's a free smartphone app for iPhones and Android devices that allows users to display and organize messages for specific addresses that are important to them.

"Our job is to protect the citizens of Anadarko as effectively and cost-effectively as possible." said Skip Wilkerson, City of Anadarko Emergency Management Director. "We reviewed all the major vendors for emergency notification service, and Hyper-Reach gave us everything we needed. We're really excited about this new capability."

Hyper-Reach is a state of the art mass emergency notification system designed specifically for public safety. The system sends thousands of telephone calls, SMS text messages and emails to geographically targeted households in seconds. A new feature sends broadcast messages to most current mobile telephones in an affected area. And Hyper-Reach Anywhere is a smartphone app lets people monitor their home, office and other addresses they care about.

The City plans to use the service primarily for alerts about weather and utility services, environmental hazards, criminal activity and missing persons. Landline phones are automatically enrolled, but mobile phones are only included when people enroll. Residents and people who work in Anadarko are encouraged to enroll now by going to the website <http://www.hyper-reach.com/okanadarkosignup.html>. A city-specific enrollment can now be found on the City of Anadarko's web page, <http://www.cityofanadarko.org>.