

Sample News Release

[Agency/Organization Logo/Letterhead]

FOR IMMEDIATE RELEASE

[Date]

CONTACT: [Name]

[Phone number]

[Email Address]

National 9-1-1 Education Month Prepares Americans for Emergencies

[City, State] – This April 1 - 30, national public safety organizations and the wireless industry will conduct outreach to the community to ensure the public is ready to access help during emergencies during National 9-1-1 Education Month.

The National 9-1-1 Education Coalition, an alliance of organizations committed to collecting and promoting 9-1-1 public education resources, has created a clearinghouse for free 9-1-1 public education materials, available now at www.know911.org. A variety of resources are available to support both the “9-1-1: The Number to Know” campaign and education themes including:

Call If You Can, Text If You Can’t: Text-to-9-1-1 service is available in an increasing number of communities around the country. The service benefits individuals (or persons) who are deaf, hard-of hearing or in a situation where they cannot speak and make a voice call. However, a traditional voice call, if possible, is still the best way to reach emergency services.

Know Your Location: Wireless calls to 9-1-1 provide location information, but 9-1-1 call takers may need more specific information. Be prepared to provide detailed information on where you are so that help can get to you as quickly as possible.

Stay Calm and Don’t Hang Up: Until you are instructed to do otherwise, stay on the line so you can provide any necessary information or assistance to the 9-1-1 call taker. Even if you accidentally call 9-1-1, don’t hang up. Inform the call taker that you dialed accidentally and that there is no emergency.

“For nearly five decades, 9-1-1 has served as the vital link between the American public and emergency services. Public education and awareness initiatives have contributed in large measure to this incredible success,” said _____, _____. “The resources available at www.know911.org help educators, government officials, media representatives, and concerned citizens alike promote ongoing, age-appropriate 9-1-1 education that can save lives.”

“You don’t wake up in the morning thinking you are going to call 9-1-1. However, should you have to, it may be the most important call you ever make,” said _____, _____. “That’s what makes 9-1-1 Education Month so very important. In an emergency, seconds matter; being knowledgeable and prepared can make all the difference.”

The vision of the National 9-1-1 Education Coalition is to save lives and improve emergency response by creating a national 9-1-1 education and awareness effort to ensure the appropriate and responsible use of 9-1-1 resources and embraces contemporary communications opportunities. Its members include the Association of Public-Safety Communications Officials (APCO); CTIA®; the Industry Council for Emergency Response Technologies (iCERT), the NG9-1-1 Institute; the International Academies of Emergency Dispatch (IAED); the National Association of State 9-1-1 Administrators (NASNA); the National Emergency Number Association (NENA); and 9-1-1 For Kids.

###