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*City Launches Mass Notification System for Emergencies
Residents and Business Must "Opt-In" to Register Cell Phones and Email Addresses*

Beverly Hills, CA – The City of Beverly Hills has launched a Mass Notification System (MNS) to send emails and voice messages to residents and businesses in the City in cases of emergencies or other urgent matters that affect all residents.

Examples of uses for the system include the need to evacuate buildings or neighborhoods because of earthquake or fire, unexpected road closures, or any other situation that could affect the welfare of our citizens. The recent message on water conservation is an example of an important but non-emergency use of the system.

The City is asking residents and local businesses to register cell phone numbers and email addresses as soon as possible by going to www.beverlyhills.org/emergencynotification. Every phone number and email address of every household member should be included in order to ensure that all residents are contacted. All landline telephone numbers have already been loaded into the database. Personal information, including phone numbers and email addresses, will not be shared with anyone outside of the City.

The MNS is similar to but completely separate from the recently launched L.A. County Mass Alert System. Residents should sign up for both. To register for the L.A. County system, go to <http://portal.lacounty.gov/wps/portal/alertla>.

For more information, please go to www.beverlyhills.org/emergencynotification or call (310) 285-2100.

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