

Press Release Template (Replace with Title)

This template should be personalized for each county, including names of emergency response departments and emergency alerting systems, as well as any relevant links.

_____ County and its public safety partners are excited to announce their “Know Your Zone” campaign, a collaborative effort between Genasys and ___ County, which aims to prepare residents and businesses for emergencies or evacuations before an event occurs.

In order to find their zone, residents can enter their address into the interactive map on the Genasys Protect website at protect.genasys.com, or in the Genasys Protect mobile app. This will bring up the zone name and information about the zone and its emergency services. Residents should look up and record the names of all the zones they frequent—such as home, work, school, or homes of loved ones—and keep them in an easily visible place (such as on the refrigerator or next to the door). Using the “Subscribe to Alerts,” button, will take residents to the county’s website to sign up for emergency alert notifications. *(May need to be customized based on your county’s system.)* The map is updated in real time, so residents should check it regularly for zone status information.

Zones will be used in emergency alert notifications, so knowing the name of your zone is critical to the evacuation process. In the event of an emergency, first responders and emergency service officials will use Genasys to plot and execute evacuations. The platform gives them access to consolidated information such as weather and traffic conditions, fire spread models, and hyper-local knowledge. From there, officials communicate evacuation orders and zone statuses to the public through Genasys Protect (protect.genasys.com) and the local emergency alerting systems.

Residents will have access to information about emergency services in their zone, the reason for zone status updates, shelter options, and more through the Genasys Protect platform. Genasys Protect is not a navigation tool, but in the event of an evacuation, it is recommended that residents use Waze to find the fastest routes out of their zone. Remember to always follow directions from emergency response personnel first and foremost.

Include quotes from local officials and/or Genasys personnel.

Follow _____ County and local emergency response departments on social media at _____ (include social media pages for all county departments).