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## NEWS RELEASE

FOR IMMEDIATE RELEASE:  
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### City of Norfolk Implementing New Emergency Alert System

Just in time for the upcoming snow season, the City of Norfolk is discontinuing our old Emergency Alert System and implementing a new text messaging system. This system will send text messages of emergency alerts to cell phones of subscribers to the system. It will only be used for emergency messages such as a snow emergency, storm related weather emergency, or other type of emergency situation.

If you subscribed to the old emergency alert system by texting **follow norfolkalerts** to **40404**, we recommend you unsubscribe from this platform by texting **unfollow norfolkalerts** to **40404**.

To subscribe, or resubscribe, to the new Norfolk Emergency Alert Messaging System, citizens can send the text message **norfolkalerts** to the phone number **81257**.

Those who are subscribed to the old emergency alert system, and whose phone still accepts messages from the platform, will continue to receive alerts until they unsubscribe from the system. It is highly recommended that users of the old system resubscribe to the new system.

To see a step-by-step guide for unsubscribing from the old platform and (re)subscribing to the new platform please visit: <https://www.ci.norfolk.ne.us/EmergencyAlerts.htm>

There is no charge to receive emergency alert messages from the City of Norfolk, however, normal text messaging charges from your wireless phone carrier may apply.

Messages delivered through the Norfolk Emergency Alert Messaging System are intended to be a best effort communication and are just one component of many methods of emergency communications. Citizens are also encouraged to listen to the radio and television to be aware of emergency situations. Text messages may be delayed or not received during regional emergencies, periods of high messaging traffic, or due to technical problems.

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