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NEWS RELEASE

FOR IMMEDIATE RELEASE:
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Old Emergency Alert System to be Discontinued February 28, 2019

We are discontinuing our old emergency alert system after implementing a new text messaging system that was introduced to citizens last November. This system sends 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 had subscribed to the original emergency alert system by texting **follow norfolkalerts** to **40404**, we recommend you unsubscribe from this platform by texting **unfollow norfolkalerts** to **40404**.

To subscribe to the new Norfolk Emergency Alert Messaging System, you 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 February 28, 2019. It is highly recommended that users of the old system subscribe to the new system.

To see a step-by-step guide for unsubscribing from the old platform and 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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