



EL SEGUNDO POLICE DEPARTMENT

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Press Release



FOR IMMEDIATE RELEASE

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The El Segundo Police Department will add a new communication service, effective **August 1, 2012**, that allows us to send important, valuable information directly to residents using the latest technology. This service is not meant to replace the Everbridge critical incident notification system currently utilized. However, it is our goal to provide pertinent and timely information that will assist our community in their daily lives.

The Nixle Community Information Service allows us to create and publish messages to be delivered to subscribed residents instantly via cell phone text message and/or email. Notifications can also be accessed online at Nixle's web site at www.nixle.com.

Messages may include ***"The El Segundo Police Department advises of a street closure at Main Street and Maple Avenue"*** as well as other relevant safety and community event information.

The service is secure, reliable and easy to use for our group.

The messages can be sent specifically to residents registered within a ¼ mile radius, giving them the opportunity to receive trustworthy information relevant only to their neighborhood.

Subscribers can also choose the way in which alerts are received, whether it is by email, text message, or over the web.

Nixle builds on the foundations of other public-to-public communication services, such as Twitter, Facebook, and MySpace, but adds a key component: security. When citizens receive information from our agency via Nixle, they know it can be trusted.

Residents of El Segundo and those in neighboring communities can immediately begin receiving pertinent information via text message, email, and web by registering at www.nixle.com.

We are very excited to have you experience it for yourself.

About Nixle

Nixle is a community information service provider built exclusively to provide secure and reliable communications. It is the first authenticated and secure service that connects municipal agencies and community organizations to residents in real time, delivering information to geographically targeted consumers over their cell phones (via text messages), through e-mails and via Web access. Nixle has secured a partnership with Nlets (the International Justice and Public Safety Network), allowing local police departments nationwide to send immediate alerts and advisories. For more information, visit www.nixle.com.