



For Immediate Release

South East Regional Emergency Services Authority (SERESA)

Enhances 9-1-1 Services and Emergency Notification With Smart911

Public Safety Officials Encourage Residents to Sign Up For the Free Service That Provides Emergency Responders With More Information in the Event of an Emergency

The Cities of Eastpointe, Roseville, and St. Clair Shores:

Public safety officials in the Cities of Eastpointe, Roseville, and St. Clair Shores announced today that Smart911 is now available to all individuals within the three cities. Smart911 is a free service available across the Country, which allows individuals and families to sign up online to provide key information to 9-1-1 call takers during an emergency.

Eastpointe City Manager and current SERESA Chairman Steve Duchane stated, “SERESA, as our tri-city collaborative, was quick to partner with Smart911.com as it represents the key objective, efficient effective service for our community of over 124,000 residents”

“Smart911 saves critical time in an emergency and has proven to save lives nationwide,” said SERESA Board member and Roseville Fire Chief Mike Holland, “The additional information provided in a Smart911 Safety Profile enables us to know exactly where we are going and who we are looking for in a house fire or at the scene of a vehicle accident, those details can help us respond faster and more efficiently.”

Smart911 allows citizens to [create a Safety Profile](http://www.smart911.com) at www.smart911.com for their household that includes any information they want 9-1-1 and response teams to have in the event of an emergency. When a citizen makes an emergency call, their Safety Profile is automatically displayed to the 9-1-1 call taker, allowing them to send the right response teams to the right location with the right information.

“Citizens that create a Safety Profile will be better prepared in all towns and county’s across the country that support Smart911,” stated Eastpointe Public Safety Director John McNeilance “The Safety Profile travels with you and the additional information provided allows us to send the right response teams faster.”

With Smart911, citizens can link both home and work addresses to mobile phones, which can be passed on to responders in the field for more a detailed, rapid response. Additional information including pets in the home, vehicle details in the event of an accident, and even emergency contacts can all be included in a Safety Profile. All information is optional and the citizen has the ability to choose what details they would like to include.

“The benefits of this information on a 9-1-1 call from a cell phone are immeasurable”, said SERESA Executive Director, Cherie Bartram, “Mobile phones do not provide an address to the 9-1-1 call taker. These emergency situations are often the worse of a person’s life and the Safety Profile can speak for you when you might be unable.”

Smart911 is currently available in 40 states and more than 1,500 municipalities across the country, and has been credited with positively impacting emergency outcomes including a missing child in which the girls photo and physical description were immediately available to 9-1-1 and responders, as well as a heart attack victim where an address and medical notes allowed responders to be dispatched to his location quickly.

Citizens are encouraged to create their Safety Profile with Smart911 today to have their information immediately available to 9-1-1 and to receive emergency notifications. Smart911 is private and secure, is only used for emergency responses, and only made available to the 9-1-1 system in the event of an emergency call.

For Additional Information Contact:
SERESA Executive Director Cherie Bartram
cbartram@seresa.org
586-777-6700

How It Works



Sign Up for Smart911
and create a secure Safety Profile for your household.



If you ever call 9-1-1,
the call taker can see the emergency information you want them to see.



Emergency Responders
can then use this key information to help you faster and more efficiently.

Who Will Benefit

Eastpointe, Roseville,
& St. Clair Shores
Citizens and
Guests

Security and Privacy

You Decide What to Include



Provide as much or as little information as you want. Smart911 only asks for information that is relevant to aid emergency response.

Only Seen If You Call 9-1-1



Your information is only available to 9-1-1 call takers and first responders if you have an emergency and need to call 9-1-1.

Industry Leading Security



Your information is housed in top-tier secure facilities complete with 24/7 physical security, video surveillance, and alarms. We utilize the same secure sockets layer (SSL) certificate authority and encryption technologies used by leading financial institutions.

As Seen On...



Because every second counts. Sign up today.



Keep Your Loved Ones Safe.

Smart911 is the only way to provide lifesaving information directly to 9-1-1 and first responders in an emergency.

Smart911 is free, private, secure, and protects **over 31 million people** nationwide.



Because every second counts. Sign up today.

What Can My Smart911 Safety Profile Include?

99%

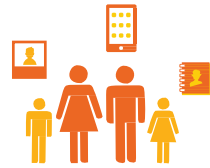
of Smart911 users could rely on Smart911 as an essential tool for personal safety.

11 minutes

the amount of time saved by Smart911 in response to a house fire in Michigan, saving the homeowner's life.

31.1 million

the number of residents protected by Smart911 nationwide.



Family

If an emergency responder of your household calls 911, information about your entire family will be available, including emergency contacts.



Address Details

First responders can help you faster when you provide address details about your home.



Medical Information

Avoid dangerous drug interactions or allergic reactions by listing your medications and conditions.



Animals

Keep all members of your household safe by including pets, livestock, or service animals that responders need to be aware of.



Vehicles

Provide the description and license plate of your vehicle to expedite response in an accident, or if you need help while in your car.