



PRESS RELEASE

FOR IMMEDIATE RELEASE: Dare County Schools Selects AlertNow for Rapid Communication

November 23, 2009/Nags Head, NC – Dare County Schools has selected the AlertNow rapid communication service to enhance communication between the district, its schools, and the families they serve. Comprised of five elementary schools, two middle schools, three high schools, and one alternative secondary school, Dare County Schools serves approximately 5000 students in grades K-12. For the second consecutive year, all three of Dare County's public high schools have made Newsweek magazine's website of America's top 1500 high schools.

Using AlertNow, schools are able to deliver voice, e-mail or text messages at a rate of more than two million per hour to telephones, mobile phones, PDAs or any Internet-enabled device. This enables schools to contact parents immediately with accurate, time-sensitive information during emergencies. In addition, AlertNow can also be used to deliver routine messages to enhance parental involvement, increase student attendance and bridge language barriers between parents and schools.

"Our goal is to improve communications to the parents," said Carl Woody, Director of Technology for Dare County Schools. "Our original service only provided emergency notifications, and at a very high price. Now there will be communications from the individual schools -- truancy reports, announcements of PTA meetings and sporting events -- as well as emergency notifications from the school district."

Sharon Sullivan, Community Relations Coordinator for the school district agrees. "When we saw all that AlertNow could do for us at a reasonable price, we were delighted" she said. They also find the AlertNow system reports to be extremely useful, as well as its user friendly interface with the NC WISE student database.

AlertNow training for Dare County faculty members was recently completed. The system itself was first used to notify parents of flooding from the three-day Northeaster associated with Hurricane Ida. Dare County Schools have already sent out one letter requesting contact information to be entered into the database, and a second will soon follow announcing when final system testing will take place.

AlertNow delivers millions of messages per month on behalf of more than 25,000 school administrators in all 50 states throughout the country.