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**Press Release**  
**FOR IMMEDIATE RELEASE**

**PHONE, TEXT, EMAIL, FACEBOOK® AND TWITTER® – EASLIY CONNECT WITH CITY HALL**

Mayor Carlo DeMaria Jr. invites all residents and businesses to connect with city hall using a new host of technology tools. In response to a major water main break in May, which affected Everett and most of Massachusetts, the Mayor's Emergency Management team took quick action to replace an outdated phone system to call residents. The City recently signed up with Blackboard Connect CTY, which now provides citywide calling, text, email, and social media messaging.

The new system can target the entire city, or if needed, specific streets in a matter of minutes. Most recently the city notified both residents and businesses of the Alford Street Bridge construction, the extended yard waste pickup and some received notices while streets were under construction. With the new system, the Mayor hopes for expanded outreach to residents and businesses on an entirely new and high tech level.

Home phone numbers are already acquired through the system, however all residents and businesses can now register their cell phone numbers and e-mail addresses to receive city notifications. Text messaging\*, voicemail and or e-mail messaging are available to all residents.

The new system allows a user to register additional phone numbers or email addresses for a residence or business. Signup is easy and confidential through the City's website, [www.cityofeverett.com](http://www.cityofeverett.com), click on the Blackboard Connect icon on the homepage to enter your information.

Those who are users of Facebook® and Twitter® can also follow the City of Everett to receive notices. The Mayor invites all to register, follow and like the City of Everett (and cityofeverettma on Twitter®.)

With the winter upon us, this is a quick and easy way for residents to be notified of Snow Emergencies and with the construction starting on the Alford Street Bridge, it's a great way for residents to keep up to date.

(\*Text messaging rates apply where applicable.)

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For additional press information please contact Matt Laidlaw, Director of Communications, City of Everett.

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