



Town of Yountville
"The Heart of the Napa Valley"

MEDIA RELEASE

FOR IMMEDIATE RELEASE

Date: March 30, 2010
Contact: Steven Rogers, Town Manager
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Subject: Sign Up for E-Mail Information Alerts from the Town Of Yountville

(YOUNTVILLE, CALIFORNIA) The Town of Yountville has started to utilize a new communications service that allows the Town to send important, valuable community information directly to residents using the latest technology according to Town Manager Steve Rogers.

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 information about road work notices, weather and storm impacts, flooding and other emergency situation, Town Council and commission meeting alerts, updates, as well as other relevant safety and community event information.

This is a continuation of the Town Council and Town staff's ongoing efforts to provide relevant and timely communications about things our residents care about, noted Town Manager Rogers. We were encouraged to take a look at the Nixle program and believe it will be helpful in that regards.

The service is reliable and free for our group to use.

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. Residents decide from which local agencies they want to receive information. Subscribers can also choose the way in which alerts are received, whether it is by email, text message, or over

the web.

There is NO spam and no hidden cost. Standard text messaging rates do apply.

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.

“Nixle is a first-of-its-kind tool for communities that need to provide critical information to their residents,” said Craig Mitnick, Founder and CEO. “In today’s world, you have to trust the source of your information. Residents of Yountville can rest easy that the local messages they receive are authentic.”

Residents of the Town of Yountville and those in neighboring communities can immediately begin receiving pertinent information via text message, email, and web by registering at www.nixle.com. You can also obtain information from the Napa County Sheriff’s Department, California Highway Patrol, and other local agencies in the Napa Valley.

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

Go to www.nixle.com

Click “register now”

Create your own account by choosing a user name and password

Enter the e-mail address and cell phone number where you would like to receive messages

Enter your address or nearby intersection

Click “sign me up”

You can further customize by clicking “locations” and ‘settings”

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. Privately funded Nixle, which has offices in New Jersey and California, is free to all governments, their agencies and organizations, nongovernmental organizations and consumers. For more information, visit www.nixle.com.

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