

August 23, 2011

## New Alberta Emergency Alert uses digital technology to warn Albertans in an emergency or disaster

*Edmonton...* Whether travelling or staying close to home this upcoming Labour Day long weekend, Albertans now have more ways to receive life-saving information.

The new Alberta Emergency Alert system uses the latest digital technology including social media and a dedicated website.

The new system began a phased implementation on June 28 with training and more than 650 people from approximately 200 communities and organizations are now trained on the system. There are now 36 media distributors using the new system to broadcast alerts. A public education campaign began August 1, to encourage Albertans to visit the [new website](#) and join the [Facebook](#) and [Twitter](#) pages. Program implementation continues and the first province-wide test of the new system is scheduled for mid-September.

“This system depends on partnerships to help get life-saving information to Albertans,” said Hector Goudreau, Minister of Municipal Affairs. “Government has developed this enhanced alert system as one tool for communities and organizations to use as part of their local emergency preparedness plan.”

The new Alberta Emergency Alert also includes a broader range of alerts. Information alerts are issued through social media and the website to make Albertans aware of a hazard. Critical alerts are issued using these media but are also broadcast on radio and television in the event of imminent life-threatening danger. The first alerts on the new system were broadcast on July 7. Since the new Alberta Emergency Alert was implemented, 11 critical and information alerts have been issued throughout the province. To check for current alerts or to receive alerts through social media or other applications visit: [www.emergencyalert.alberta.ca](http://www.emergencyalert.alberta.ca)

The Alberta government is working to [build a better Alberta](#) by fostering economic growth, strengthening our health and education systems, investing in infrastructure, supporting safe and strong communities and ensuring a clean and healthy environment.

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**Editor’s Note:** Requests for a high-resolution logo can be made through the media contact listed below.

**Backgrounder:** Facts about the new Alberta Emergency Alert

**Media inquiries may be directed to:**

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To call toll-free within Alberta dial 310-0000.

## Facts about the new Alberta Emergency Alert

Alberta's previous emergency public alerting system has been in place since 1992. The new Alberta Emergency Alert system uses digital technology.

Since training began June 28 on the new Alberta Emergency Alert system:

- There have been almost 107,000 visitors to [www.emergencyalert.alberta.ca](http://www.emergencyalert.alberta.ca) (the Alberta Emergency Alert dedicated website).
- More than 12,000 people have 'liked' the Alberta Emergency Alert [Facebook page](#).
- More than 3,000 individuals follow Alberta Emergency Alert on [Twitter](#).
- 22 training sessions have been held throughout the province.
- More than 650 people from 200 communities throughout the province have trained on the new system.
- Several organizations, including Environment Canada, are now using the new system.
- Provincial government ministries using the system include: Sustainable Resource Development, Environment, Agriculture and Rural Development, Health and Wellness, Energy, and Solicitor General and Public Security.
- 36 media distributors are now broadcasting alerts through the new system.
- There have been 11 information and critical alerts issued - the first alerts on the new system were issued July 7.

Alerts and updates are available at: [www.emergencyalert.alberta.ca](http://www.emergencyalert.alberta.ca)

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