



PRESS RELEASE

FOR IMMEDIATE RELEASE: Chichester School District Chooses AlertNow for Rapid Communications

April 16, 2009 / Boothwyn, PA — Chichester School District has selected the AlertNow rapid communication service to enhance communication between the district and its schools and the families they serve. Comprised of four elementary schools, one middle school, and one high school, CSD serves approximately 3500 students in grades K-12.

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.

The desire to reach parents quickly in the event of an emergency led the district to purchase AlertNow, according to Kathy Sherman, Principal of Boothwyn Elementary School. "We knew that we needed to improve our ability to communicate with parents," said Ms. Sherman. "Boothwyn Elementary serves approximately 270 students, but if we needed to contact parents in an emergency, it took between two and three hours to reach everyone, even with 10 to 15 people on the phones. With AlertNow, we can contact all of our parents in a matter of minutes."

The speed of call delivery was a key consideration during CSD's evaluation process. "Our intermediate unit had recommended another notification system," said Ms. Sherman, "but when we investigated it, we had concerns about whether messages would be delivered as quickly as we wanted. AlertNow addressed those concerns, and did so at a very competitive price."

The district plans to use AlertNow at the district level to deliver emergency information, as well as to notify families in the event of weather-related closures and delays. Individual schools also have the ability to send messages to their families about special events and upcoming school activities.

CSD has been using AlertNow since March, and the district is receiving a positive response from parents. "I've spoken with principals at some of our other elementary and middle schools, and they are all experiencing very good results," said Ms. Sherman. "Parents really appreciate the information we can provide by using AlertNow."

AlertNow delivers more than nine million messages per month on behalf of more than 22,000 school administrators in all 50 states throughout the country.