

News Release

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CVRD Launches New Mass Notification System

Duncan, BC – The Cowichan Valley Regional District (CVRD) has launched its new CivicReady Mass Notification System in conjunction with Emergency Preparedness Week. The new, state of the art system will send messages about emergencies or routine events such as road closures to groups of subscribers throughout the Cowichan region via phone call, email, text and/or social media.

“This new technology allows us to have a truly regional emergency notification system that includes municipalities, First Nations and school districts,” said Board Chair Jon Lefebure. “It gives the public control over which notifications they wish to receive and how they want to receive them, and gives subscribers the flexibility to update those preferences as their needs change.”

CivicReady allows registered subscribers to input an unlimited number of email addresses and phone numbers so subscribers can be reached anywhere at anytime.

“Initially, people will be encouraged to sign up for alerts regarding emergencies affecting our region,” said Emergency Program Coordinator Sybille Sanderson. “However, over time we intend to expand this program - options for the types of information provided will increase, giving subscribers a wider variety of notifications to choose from.”

All information collected from subscribers is securely maintained in Canada and adheres to Freedom of Information and Protection of Privacy legislation. CivicReady is separate from the federal Alert Ready system, which offers provincial level notifications in the event of a major disaster.

To subscribe to the CivicReady Mass Notification System visit
<https://www.cvrld.bc.ca/2276/Emergency-Alert-Registration>

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For more information, please contact:

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