

NEWS RELEASE

FRANCONIA TOWNSHIP POLICE DEPARTMENT
P.O. Box 128 671 Allentown Road
Franconia, Pennsylvania 18924-0128

Telephone: 215-723-6777
Facsimile: 215-723-1165

Contact Person: Chief Joseph S. Kozeniewski

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Police Department Launches Community Information Service

On Wednesday, September 2, 2009, the Franconia Township Police Department launched a new Community Information Service designed to deliver important and timely information to residents in our area using the latest technology. This service, created by Nixle, LLC, delivers trustworthy and important neighborhood-level public safety and community event notifications by web, e-mail, and cell phone.

Franconia Township will now be able to deliver timely information to residents with alerts of road closures, weather-related emergencies, missing person alerts, urgent crime notices, and other important information. This service is completely free, simple to use, and trusted. Residents of Franconia can now take advantage of this service by registering at www.nixle.com or www.FranconiaDare.org. Each person can set their own profile parameters based on their specific needs and requirements.

Information from Nixle, LLC

Nixle is a new community information service provider built exclusively to provide secure and reliable communications. Its authenticated service 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 through Web access. Nixle is offered at no cost to all governments, their agencies and organizations, nongovernmental organizations and consumers.

Craig Mitnick, the founder and CEO of Nixle, said Nixle differs from current services such as Facebook, MySpace and Twitter, which provide unauthenticated platforms for connections. Nixle solves that problem by providing a single standardized service for consumers to receive immediate and credible neighborhood-level public safety and community information.

“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. “When it comes to public safety information, you have to trust the source. Residents of Franconia can rest easy that the local messages they receive are authentic.”

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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