

NEWS RELEASE
FOR IMMEDIATE RELEASE
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Borough of Little Ferry – The Borough of Little Ferry will utilize a new communications service, effective January 24, 2012, that allows us to send important, valuable community information directly to residents using the latest technology.

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 updates on traffic incidents, burglaries, emergency management information concerning storms as well as other relevant safety and community event information.

"We are very excited to bring this free service to our residents and people who work in the Borough. Anytime we can provide timely information utilizing technology to keep the public informed, especially in regards to public safety, we will explore it," stated Mayor Mauro D. Raguseo. Mayor Raguseo also commented that the information is secure and only three police officers in the entire Borough has access to the Borough's Nixle account.

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.

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.

Residents of the Borough and those in neighboring communities can immediately begin receiving pertinent information via text message, email, and web by registering at www.nixle.com.

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

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. For more information, visit www.nixle.com.

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