

FOR IMMEDIATE RELEASE  
Date: MARCH 25, 2010

MEDIA CONTACT:  
CATHY HOLTZLANDER  
703-221-3400 EXT. 115

## **Dumfries Adopts the Blackboard Connect Mass Notification Platform**

### *Town Installs Multi-modal System to Improve Communication and Emergency Preparedness*

DUMFRIES, VA – March 25, 2010 – The Town of Dumfries announced today it has selected the Blackboard Connect mass notification platform, enhancing communication and emergency preparedness. Dumfries has implemented the Blackboard Connect platform so that town officials can directly notify, update and provide direction to the community in an efficient, timely manner, should a need arise.

Using the Blackboard Connect platform, officials can record, send and track personalized voice messages to thousands of residents, businesses, and local agencies in just minutes, through a single phone call. The town can also send text messages to cell phones, PDAs, e-mail accounts, and TTY/TDD receiving devices for the hearing impaired.

“We are pleased to announce Dumfries’ implementation of the Blackboard Connect service, which will help keep our community safe, informed and connected,” said Kimberly Alexander, Town Manager. “With the Blackboard Connect service, we will be able to efficiently notify and update residents of inclement weather, health matters and other important issues that may impact our community.”

Town administrators can target each message to an unlimited number of groups – everything from mobilizing response teams to coordinating efforts with necessary agencies or volunteers. Authorized users can also use a map on the Blackboard Connect system to contact specific geographical locations, sending messages only to the residents within select neighborhoods when needed.

“I strongly encourage everyone to take note of this new service and enter their contact information into the Blackboard Connect system’s portal, which may be found on the Town of Dumfries Web site, to ensure they are ready to receive important notifications at any given time,” said Kimberly Alexander, Town Manager.

Publicly available primary residential and business phones in Dumfries will automatically be included in the system. However, to ensure that the town has the most up-to-date contact information, residents should visit the Web site ([www.dumfriesvirginia.org](http://www.dumfriesvirginia.org)) and click on the link that says “SIGN UP NOW – SERVICES BY BLACKBOARD CONNECT,” to provide their complete information (up to three phone numbers and two e-mail addresses) and indicate if they have a TTY/TDD. Those without Internet access are encouraged to use the computers at the local library or call (703)221-3935 to provide their up-to-date contact information. Residents with call blocking services should add (703) 221-3935 to their approved number list to ensure they receive essential notifications from the town.

“The best way to keep residents informed and, therefore, safe is through communication, and the Blackboard Connect platform makes it easy,” said Karl Engkvist, Executive Vice President of Blackboard Connect. “With the Blackboard Connect platform, administrators have a powerful tool for mass communication without having to purchase new computers, software and telephone lines.”

For more information on the Blackboard Connect platform please visit <http://www.blackboard.com/Alert-Notification/Connect-Platform.aspx> or contact the company at (818) 808-1789.

Additional Information about the Blackboard Connect Platform

The Blackboard Connect platform allows officials to send thousands of messages in minutes, requires no additional hardware, and can be used from any computer with Internet access or telephone. This ensures that administrators can send vital messages from wherever they are located—even if they are evacuated. Additionally, officials receive detailed reports on contacts that did not receive a message, enabling them to follow up through alternative means as needed.

*\*Blackboard Connect Inc. does not sell, lease, share, or rent personally identifiable information (names, addresses, phone numbers, etc.) to any companies or persons outside of Blackboard or its service providers.*

###