



GUILFORD COUNTY
DEPARTMENT OF EMERGENCY SERVICES
EMERGENCY MANAGEMENT DIVISION



Participation in G.E.A.N.I. is voluntary, and phone numbers will not be shared for any other purpose.

Public safety personnel will send voice notifications to designated phones from telephone number (336) 373-3097: this number should be added to telephone contact lists.

Although this is a free service from the partner agencies, participants may be charged a standard fee from the cellular phone service provider for text messages or telephone calls. The agencies involved in G.E.A.N.I. are not responsible for any charges that may be incurred as a result of receiving these alerts.

The system was purchased using Department of Homeland Security, Metropolitan Medical Response System grant funding administered through the City of Greensboro Fire Department. The cost of the system upgrade was \$48,500 and partner agencies will share the yearly maintenance costs of approximately \$7,000.

For questions about G.E.A.N.I., please contact Guilford County Emergency Management at 336-641-2278.

Press Release continued



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PRESS RELEASE

Contact: Don Campbell

Phone: (336) 641-6567

FOR IMMEDIATE RELEASE:

Greensboro, High Point and Guilford County partner to provide geographically-based emergency notifications to residents.



Guilford County residents now have a new way of receiving urgent and important information through cell phones, text messages, home phone and email.

Press Release continued

Called “G.E.A.N.I.”, the Guilford Emergency Alert, Notification, and Information System will send public safety messages to all residents and businesses within Guilford County (including City of High Point residents in Forsyth, Davidson, and Randolph Counties).

The system provides time sensitive, geographically-based messages about evacuations, shelter-in-place incidents, severe weather response and recovery efforts, law enforcement events, and other urgent incidents that affect safety.

As an example: An industrial accident results in natural gas leak occurs in the vicinity of W. Friendly Avenue and N. Spring Street. The Fire Department assesses the situation and determines that residents within a four-block radius of the leak should shelter in place to protect themselves against hazards caused by the fumes. Using G.E.A.N.I., public safety officials would identify that four-block radius and send voice and text alerts to people with registered phone numbers with addresses in the affected area.

Persons and businesses with traditional land line phone numbers published in local phone books are automatically enrolled in G.E.A.N.I., and will receive notifications pertaining to the geographic area of the address associated with the phone number.

Unpublished land line numbers, cellular and VoIP telephones are not automatically added to the system database. Persons wishing to receive notifications on these numbers must self register for the G.E.A.N.I. system at <http://www.readyguilford.org/>.

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www.guilford-em.com