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Nationally Recognized CityWatch Notification Service Teams up with Schools to Get out the Word in Emergency Situations

BLOOMINGTON, Minn.--(BUSINESS WIRE)--Aug. 9, 2005--In Frisco TX it was a water main break, in Davis County Utah a hazardous material spill, for Clarkstown NY a community alert resulting in a criminal suspect being apprehended.

Communications at Wayzata Public Schools ISD #284 is stepping up to a whole new level this fall. With the help of the powerful CityWatch, Alert and Non-Alert Notification Service, Wayzata Public Schools, Wayzata MN, with nearly 10,000 students enrolled, will be able to automatically notify thousands of parents in just a few minutes on school closings, be it a broken water main, or if necessary a critical emergency.

Steve Brantner, Communication Coordinator, Wayzata Public Schools, commenting on the decision to go with CityWatch. "We looked at several different systems and like the way CityWatch fits with the other communications tools we already have. CityWatch gives us access to some of the latest technology in a cost-effective way and that was a key consideration for us."

"We are very pleased to add the emergency notification technology provided by CityWatch to our capabilities for the coming year", added Bob Ostlund, Superintendent, Wayzata Public Schools. "It's important to know that we can reach all our families in a matter of minutes in case of an emergency."

"A complaint commonly voiced following a school emergency has been the inability of a school to provide timely, accurate information regarding a situation and what action is being taken to resolve it" said Dan Denman for CityWatch. "The interactive capability of CityWatch enables schools to quickly provide notifications ranging from a regularly scheduled communique, an early closing or storm related cancellation, to alerts of a more critical nature, such as a bomb scare forcing emergency procedures to be put in place by the school."

CityWatch is used by school districts large and small; many municipalities, county and state agencies, health and law enforcement departments. CityWatch Service Bureau can call 12,000 parents an hour with notification sent quickly and accurately to the addressee's chosen device; phones, pagers, email...

Paula Keplin, Belcourt ND Turtle Mountain Community Schools, notes "CityWatch provides backup for remote capability should winter storms require cancellations. Blizzard conditions, no travel, can shut down our local media, radio stations, etc. We will utilize CityWatch for special notifications such as for honor students, banquets, any necessary emergency announcements to parents, letting them know if there is a bomb threat, any emergency, so parents know what's going on with their children."

About CityWatch www.citywatch.com

CityWatch, proprietary software designed by Avtex, Inc., currently has over 400 systems nationwide including: City of Phoenix, Pinellas County Florida, Xcel Nuclear Facility and more... Avtex, Inc. has enjoyed a solid reputation in the industry for pioneering telecommunications solutions since 1972. For more information, call Dan Denman at 952-832-3761 or 800-323-3639 ext. 3761.