

FOR IMMEDIATE RELEASE  
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MEDIA CONTACT:  
Chief Daniel Ilnicki  
413-354-7822

## **Town of Chester Launches Blackboard Connect to Enhance Emergency Preparedness and Communication**

*Chester residents can register their contact information and preferences to receive  
urgent notifications and important updates*

Chester 11/01/2014 – The Town of Chester has selected *Blackboard Connect™*, a leading mass notification platform, to facilitate important communication and emergency preparedness. The first community-wide test call will be held on December 1, 2014

The Town of Chester implemented Blackboard Connect so Chester officials can stay connected to residents and efficiently provide them with direction in the event of various community related events and incidents. Using Blackboard Connect, officials can record and send an unlimited number of personalized voice messages to home phones, businesses, local agencies and mobile phones in just minutes. The service also sends email, text messages (SMS) to mobile phones and posts on Facebook, RSS feeds and Twitter channels. Messages can also be sent to TTY/TDD devices for people who are hearing impaired.

“Keeping our community safe and informed is our top priority, which is why we need to be able to communicate with residents quickly in an urgent situation,” said Police Chief Ilnicki “Blackboard Connect enables us to communicate efficiently with residents in just a matter of minutes, helping save valuable time, use resources efficiently and protect our community.”

Chester officials can target each message to an unlimited number of groups. Authorized users can also use the system’s geo-mapping and group subscription features to contact residents based on specific geographical locations and interests, helping ensure recipients receive relevant, targeted information.