



CARLOS H. CASCOS, CPA
COUNTY JUDGE

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FOR IMMEDIATE RELEASE

May 20, 2010

Contact: Judge Carlos H. Cascos, CPA

PRESS CONFERENCE

Cameron County Judge Carlos H. Cascos will hold a *Press Conference Friday, May 21, 2010 at 11:30 a.m. in the Cameron County Courthouse (Dancy Building), Commissioners' Courtroom, 2nd Floor, 1100 E. Monroe Street, Brownsville, Texas*, to announce the Reverse 911® Emergency Notification System throughout Cameron County, Texas.

New emergency notification technology, provided by the Cameron County Emergency Communication District (CCECD's) Emergency Telephone Number Service (ETNS), using REVERSE 911® System technology, "will improve emergency alerts to the public in Cameron County", Judge Cascos stated.

CCECD, working with Cameron County, has adopted an innovative technology (the REVERSE 911® System) to protect Cameron County residents and to expedite responses to emergencies in Cameron County.

The REVERSE 911® Emergency Notification System will enable County-wide emergency management coordinators to rapidly alert people, inside designated geographic areas (where the "emergency" is occurring or nearby), so that people can respond to that emergency.

Proposed uses of the REVERSE 911® Emergency Notification System include (for example) alerting the public about severe weather, hazardous material incidents, natural disasters, fires and public health threats.

The REVERSE 911® Emergency Notification System works like the "9-1-1" Emergency Telephone Number Service (ETNS), but in reverse; instead of people calling for assistance, the automated system contacts them, providing a brief message about an area emergency or a (potential) life-threatening situation.

The REVERSE 911® Emergency Notification System uses a patented combination of "9-1-1" data and digital (street level) maps to communicate inside specific geographic areas; for example, County officials could automatically notify people living along coastal areas or inside of floodplains when a hurricane poses a threat.

The REVERSE 911® System telephone number database currently contains only listed landline (based) telephone numbers, and does not include (at this time) wireless telephones.

CCECD, in operating the "9-1-1" (ETNS) System, has implemented the patented REVERSE 911® Emergency Notification System in Cameron County that was developed and provided by industry leader Plant CML®, an EADS North America company.

Cameron County's "government" and CCECD are separate entities working together to facilitate and coordinate emergency communications, emergency responses and emergency management in Cameron County.

In the event of a County-wide emergency, Cameron County will be the only "user" of the REVERSE 911® Emergency Notification System, to centralize emergency management.

CCECD will continue to periodically test the REVERSE 911® Emergency Notification System; if you ever view "CAMERON 911" on your "Caller ID" on your telephone, please answer that call by saying "hello," and of course, heed the warning given!