



PRESS RELEASE

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Contact: Carl Sparks, Branson Fire & Rescue, 337-8580

CodeRED weather warning update next week

The City of Branson will be utilizing the CodeRED Emergency Notification System starting next week to call the entire community to announce and promote the CodeRED Weather Warning system, an automated severe weather alerting service.

The calls will take place mostly in the evenings and will continue until the entire database has been attempted.

The message that is being delivered directs recipients to the city web site where they are asked to enter any phone number home, cellular, or work that they would like use to receive weather warnings issued by the national weather service. They will have the ability to choose the type of weather warnings they would like to receive. Even if on a prior occasion the Citizen's phone number was already entered at the City Web site to participate in CodeRed, they must re-enter the number to receive the weather warnings. **YOU MUST BE A RESIDENT OR BUSINESS LOCATED WITHIN THE CITY LIMITS OF BRANSON TO PARTICIPATE.**

The call will also ask everyone to share this information with their families, friends and neighbors, within the city limits of Branson.

Carl Sparks, Branson's fire chief and emergency management director, recommends that everyone opt in to the CodeRED Weather Warning system. He also suggests that "all individuals and businesses should take the time to visit our website and add contact information to include cellular phones and other non-traditional phones as well as email and text addresses (for use by the CodeRED system). If your contact information is not in the database you will not receive a call." In particular businesses should register, as well as individuals who have unlisted phone numbers, who have changed their phone number recently and those who use a cellular phone exclusively or have VoIP phones (such as Vonage) as their primary numbers.

Sparks urges citizens to log onto the city website at www.bransonmo.gov and follow the CodeRED link **IN THE MIDDLE OF THE PAGE**. Those without Internet access may call Branson Fire & Rescue at 337-8508 Monday through Friday from 8am to 4pm. Required

information includes a street address (physical address, no P.O. boxes) for location purposes and a primary phone number. Additional phone numbers, email and text addresses may also be entered.

More information about the CodeRED Weather Warning system is on the website, any questions should be directed to Fire Chief Carl Sparks at 337-8580.