



TOWN OF
PETERBOROUGH
Town Administration

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NEWS RELEASE
FOR IMMEDIATE RELEASE
January 3, 2012

(Peterborough, NH) – The Town of Peterborough will utilize a new communications service, effective **January 3, 2012**, that allows us to send important, valuable community information directly to residents using the latest technology.

The **Nixle** Community Information Service allows us to create and publish messages to be delivered to subscribed residents instantly via cell phone text message and/or email.

The service is secure, reliable and easy to use for our group.

Residents of **Peterborough** and those in neighboring communities can immediately begin receiving pertinent information via text message, email, and web by registering from the Town's Website www.townofpeterborough.com, **Local Alerts and Notifications** section, or go to <http://tiny.cc/TOPALERT>.

Messages may include informing residents of road closures, public safety issues, snow emergencies, parades, large-scale public works projects, important community meetings, and other "want to know" information as well as other relevant safety and community event information.

Residents decide from which local agencies they want to receive information. Subscribers can also choose the way in which alerts are received, whether it is by email, text message, or over the web. Notifications can also be accessed online at Nixle's web site at www.nixle.com.

Nixle builds on the foundations of other public-to-public communication services, such as Twitter, Facebook, and MySpace, but adds a key component: security. When citizens receive information from our agency via Nixle, they know it can be trusted.

We are very excited to have you experience it for yourself.

About Nixle

Nixle is a community information service provider built exclusively to provide secure and reliable communications. It is the first authenticated and secure service that connects municipal agencies and community organizations to residents in real time, delivering information to geographically targeted consumers over their cell phones (via text messages), through e-mails and via Web access. Nixle has secured a partnership with Nlets (the International Justice and Public Safety Network), allowing local police departments nationwide to send immediate alerts and advisories. For more information, visit www.nixle.com.

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