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**Send Word Now Creates Special Emergency Alerting Offer  
For Colleges and Universities**

*Thousands of Text and Voice Messages for Students, Faculty and Parents Within Seconds*

*Educational Webinar on May 1, 2007 – 5 Things Security Directors Need to Know in  
Preventing and Responding to Workplace and School Violence*

**New York, NY, April 23, 2007**– In response to the tragic crisis last week at Virginia Tech, [Send Word Now](#), the leading provider of on-demand alerting and response services, today announced a modified version of its service specifically designed to provide colleges and universities with an affordable way to instantly alert students, faculty and parents when an unexpected crisis occurs. The [service](#) uses multiple modes of communication - including text messaging, telephones, mobile phones, email, pagers, Blackberries, and other PDAs – to deliver alerts within minutes of an incident. Additionally, Send Word Now in conjunction with [Crisis Management International](#) is sponsoring an educational webinar on May 1, 2007, 2:00PM EDT titled “[5 Things Security Directors Need to Know in Preventing and Responding to Workplace and School Violence](#)”.

In order to make this service something that every college and university can afford to implement quickly, Send Word Now is offering a special price for this service per academic year. Deployment of the system takes days, not months, and Send Word Now is waiving all set-up fees for educational institutions. In addition, Send Word Now’s contact update tool is provided free of charge. This allows administrators to send out an

email, prompting each student, faculty and/or parent to update their personal contact information, thus eliminating any manual labor involved with keeping contact information current.

Administrators and security personnel can initiate an alert from the web, phone, email or internal student information system application. The two-way alert and response service enables real-time response to all voice and text alerts, allowing message senders (administrators) to immediately verify and track whether a response was made. In addition to the special emergency offering, the service can be used to communicate in every day situations such as school closings, rescheduling of classes, inclement weather, etc.

### **Sign up for Free, Educational Webinar**

- What:** “5 Things Security Directors Need to Know in Preventing and Responding to Workplace and School Violence”
- When:** May 1, 2007, 2:00PM EDT
- Speakers:** Bruce Blythe, Founder and CEO, Crisis Management International  
Michael Sher, Co-founder, Send Word Now
- Register:** <http://readycommconf.com/swn/register.php?eid=290>

“We are deeply saddened by last week’s tragic events in Blacksburg, Virginia and our thoughts and prayers are with the victim’s families.” said Michael Sher, chief strategy officer and co-founder at Send Word Now. “We have built our service to help people communicate more reliably in a timely manner and believe that it is our responsibility to help educate colleges and universities during a crisis to let them know there are easy to set-up and use tools that can instantly alert faculty, students, and parents when least expected..”

For additional information:

- Information about [SWN Alert Service](#)

- [Demonstration](#) of SWN Alert Service
- Send Word Now in [Education](#)

### **About Send Word Now**

Send Word Now is the leading provider of on-demand alerting and response services driving effective communication during time sensitive situations. The easy-to-use, web based services are used by corporations, government agencies, and educational institutions to ensure fast, effective, two-way communication in real-time, ensuring continuity during time sensitive events - anywhere, anytime, regardless of location, device or connection. The company is headquartered in New York City. More information about Send Word Now can be found at [www.sendwordnow.com](http://www.sendwordnow.com). Send Word Now. Get Word Back. See the Results.

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