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Family Assistance Foundation uses Send Word Now® to reach out to volunteers and member organizations after tragic events

Send Word Now partners with the disaster relief organization, providing a critical platform for communication after large-scale transportation accidents

NEW YORK, NY – July 19, 2010. Send Word Now, the leading provider of on-demand [alerting](#), response, and [incident management services](#), announced today the use of its [communications software](#) by the Family Assistance Foundation. The Foundation uses Send Word Now's [alerting software](#) to reach out to volunteers, member organization, and crisis managers in order to help both survivors and their families in the wake of commercial aviation, rail, and cruise accidents and other technological and natural disasters.

After an accident or disaster, The Foundation organizes its own team, along with volunteers from member organizations around the world to help to provide transportation, food, lodging, and counseling in the immediate aftermath of a disaster. For example, the Foundation has worked with companies following oilrig disasters, terrorist attacks, natural disasters and transportation accidents.

Co-founder and Chairman of the Foundation, Jeff Morgan, explained, "Send Word Now is truly very easy to use, and that's so important for us and for our clients when we are responding during a crisis." President and co-founder Carolyn Coarsey, Ph.D., added, "We consider our clients to be paramount, no matter how big or small they are. We do whatever it takes to get them what they need, and we have the same impression of Send Word Now." She continued, "Send Word Now is a customer-focused organization that is very willing and open to help any company with whatever it takes; the organization is focused on assisting people when they need help. This philosophy is consistent with ours."

"We are thrilled to partner with the Family Assistance Foundation," said Tony Schmitz, President and CEO of Send Word Now. "Organizations such as this one are extremely important and provide an incredible service to the family and primary survivors of a wide

array of accidents and disasters. And it is after such accidents that communication is not only sensitive but extremely critical as well.”

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About Send Word Now

Send Word Now is the leading provider of on-demand [alerting](#) and [incident management services](#) for both routine and [emergency communication](#). The easy-to-use, web-based [emergency notification service](#) is used by government agencies, municipalities, universities, non-profit organizations and businesses, including many Fortune 500 companies, to ensure fast, effective, [two-way communication](#) in real-time. Send Word Now’s Alert Tracer® provides a full audit trail of messages sent and received for after-action reporting and follow-up. Designed to reach anyone, anywhere, anytime, with any device over any type of connection, Send Word Now’s [mass notification](#) system is capable of transmitting hundreds of thousands of voice and text messages in minutes. The company is headquartered in New York City. Visit Send Word Now on the web at <http://www.sendwordnow.com> or email us at info@sendwordnow.com. Follow Send Word Now on Twitter at <http://twitter.com/sendwordnow> and check out our new blog for industry news and insights at <http://www.sendwordnow.com/Company/Blog>.

About Family Assistance Foundation

The Family Assistance Foundation, Inc. is an independent non-profit corporation founded in 2000 for the purpose of empowering people following tragedy. Our mission is to support and improve business and industry responses to emergencies and disasters. The Foundation takes a unique, research-based approach to helping organizations successfully meet survivor’s (customers, affected families, employees, any member of the public impacted) needs by coordinating and mobilizing resources during the acute phase of a crisis and beyond. Promoting awareness and building skills and knowledge for those who are charged with responding are crucial elements of the Foundation’s fully integrated training and support programs for business and industry.