



Marketing & Communications Contact:

Michael Gambacorta

(212) 379 – 4952

mgambacorta@sendwordnow.com

Toronto Braces for G20 with Next-Generation Communications Solutions

Send Word Now® to provide critical support for organizations in downtown Toronto during the upcoming G20 summit

NEW YORK, NY -- June 17, 2010. Send Word Now, the leading provider of on-demand [alerting](#), response, and [incident management](#) services, announced today that several local and international organizations plan to use its communication and [incident management software](#) during the Toronto G20 summit on June 26 to June 27, 2010, a high-profile meeting of national leaders and economic specialists from around the globe. These organizations will use the Send Word Now platform to communicate and coordinate with senior management, crisis responders, and employees in downtown Toronto and beyond. They plan to send alerts to instantly update stakeholders during emergency situations, and to use Send Word Now's [push conferencing feature](#) to instantly bridge senior management officials into a conference call on the fly. The Send Word Now service can help organizations and communities to communicate quickly and effectively and can ultimately help save lives, should unexpected events take place.

"Send Word Now is pleased to be able to provide support and assistance to key customers in Toronto during this important global event," said Tony Schmitz, President and CEO of Send Word Now. The G20 Summit represents one of the largest security events in Canadian history, and will demand a considerable amount of resources from both public and private organizations. Organizations operating in Toronto, particularly in the downtown area, will be particularly susceptible to business disruptions and property damage throughout the weekend.

"We recommend that all organizations operating in Toronto work with a recognized [notification expert](#), such as Send Word Now, to ensure that they have an airtight communication and [incident](#)

[response plan](#) in place in advance of the G20 Summit," noted Schmitz. "It is critical that organizations maintain open and effective communication lines with employees, clients, partner organizations, and local officials, and Send Word Now is a simple and cost effective solution that easily meets this need."

About Send Word Now

Send Word Now is the leading provider of [on-demand alerting](#) and [incident response 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. Visit our website at <http://www.sendwordnow.com> or email us at info@sendwordnow.com.