



**NEWS RELEASE**

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**Princeton, NJ** – **The Princeton Police Department** will utilize a new communications service 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. Notifications can also be accessed online at Nixle's web site at [www.nixle.com](http://www.nixle.com).

Messages may include traffic alerts, road closures, and weather announcements as well as other relevant safety and community event information.

"We're very excited about adding Nixle to our inventory of social media tools" said Captain Nicholas Sutter. "The great part of Nixle is that it will allow us to get information to members of the Princeton Community who may not have immediate internet access. Ultimately this will do nothing but benefit the Community."

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

The messages can be sent specifically to residents registered within a ¼ mile radius, giving them the opportunity to receive trustworthy information relevant only to their neighborhood. 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.

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.

Residents of the Princeton community and those in neighboring communities can immediately begin receiving pertinent information via text message, email, and web by registering at [www.nixle.com](http://www.nixle.com).

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](http://www.nixle.com).

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