



FOR IMMEDIATE RELEASE

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For more information contact:
Jason Little, City Administrator

972-838-2338

jlittle@cityofmelissa.com

City of Melissa Launches New Community Information Tool

Melissa, TX – The City of Melissa is launching a new Community Information Service designed to deliver important and timely information to residents in our area using the latest technology.

This service, created by Nixle, LLC delivers trustworthy and important neighborhood-level public safety and community event notifications by web, e-mail, and cell phone. Nixle is completely free, simple, and trusted.

Residents of Melissa can now take advantage of Nixle, a community information service that alerts you to public safety threats and community events via web, e-mail, and cell phone. Register now and learn more at **www.cityofmelissa.com**. Then share this new service with friends and neighbors to spread the word!

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

Nixle is a new community information service provider built exclusively to provide secure and reliable communications. Its authenticated service 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 through Web access. Nixle is offered at no cost to all governments, their agencies and organizations, nongovernmental organizations and consumers.

For now, Melissa residents will be able to receive public safety-related information and municipal government information via Nixle. “The beauty of Nixle is it allows the City to disseminate information not only in an emergency but also provide community bulletins for those that are interested in following what is happening at City Hall,” said City Administrator Jason Little. “Nixle allows our residents to specify what they are interested in hearing about and how they want to receive that information.”

Craig Mitnick, the founder and CEO of Nixle, said Nixle differs from current services such as Facebook, MySpace and Twitter, which provide unauthenticated platforms for connections. Nixle solves that problem by providing a single standardized service for consumers to receive immediate and credible neighborhood-level public safety and community information.

“Nixle is a first-of-its-kind tool for communities that need to provide critical information to their residents,” said Craig Mitnick, founder and CEO. “When it comes to public safety

information, you have to trust the source. Residents of Melissa can rest easy that the local messages they receive are authentic.”

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. Privately funded Nixle, which has offices in New Jersey and California, is free to all governments, their agencies and organizations, nongovernmental organizations and consumers. For more information, visit www.nixle.com.

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