



**FROM THE DESK OF:**

**Jeffrey Jelinek**

*Emergency Management Director*

*510 Broadway*

*Baraboo, Wisconsin 53913*

*Phone (608) 355-4410*

*Fax: (608) 355-3299*

*E-Mail: [jjelinek@co.sauk.wi.us](mailto:jjelinek@co.sauk.wi.us)*

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To: Media

**FOR IMMEDIATE RELEASE**

**RE: Sauk County Nixle Emergency Information System**

**Baraboo, WI** – Sauk County First Response Agencies in cooperation with Sauk County Emergency Management, are 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 text message.

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 Sauk County can rest easy that the local messages they receive are authentic.”



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Residents of Sauk County can now take advantage of Nixle! This is a secure site and you will not receive spam nor will your email address be sold. There are 4 different types of information you can receive. You will always receive Alerts, which are life safety situations. Residents have the choose of receiving the following; Advisories will make you aware of possible safety issues in an area, Traffic will relay problem areas around the County, and Community will include basic information related to activities in your area.

Nixle is simple, trusted and available at no cost. Sauk County Residents must be registered to receive this information.

Sign up at [www.co.sauk.wi.us](http://www.co.sauk.wi.us) or [www.nixle.com](http://www.nixle.com) to register.