



**LOS ANGELES COUNTY  
SHERIFF'S DEPARTMENT & DEPARTMENT OF BEACHES AND HARBORS**

**FOR IMMEDIATE RELEASE**

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**ALERT LA COUNTY EMERGENCY NOTIFICATION SYSTEM  
AVAILABLE FOR RESIDENTS AND BUSINESSES**

MARINA DEL REY, CALIF. – MARCH 31, 2011 – Los Angeles County has an emergency mass notification system used to contact Los Angeles County residents and businesses via recorded phone messages, text messages or e-mail messages in the event of critical situations. The system called Alert LA County allows the County's Emergency Operations Center to notify residents and businesses during emergencies providing necessary information, such as evacuations.

The system utilizes telephone companies' 911 databases, contacting land-line telephone numbers whether listed or unlisted. If the call is picked up by an answering machine, the system will leave a recorded message, If the number dialed is busy or does not answer, the system will redial the number in an attempt to deliver the message. The system is also TTY/TDD compatible.

The Alert LA County system uses 911 databases, with land-line numbers automatically stored in the system. To receive notifications for cellular, Voice over IP numbers and e-mail addresses, residents and businesses can register at: <http://portal.lacounty.gov/wps/portal/alertla>

- MORE -

**13837 Fiji Way, Marina del Rey, CA 90292  
beaches.lacounty.gov  
Facebook.com/LACDBH  
twitter.com/lacdbh**



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**ALERT LA COUNTY SYSTEM - 2**

The Alert LA County system uses geo mapping where each telephone number and/or e-mail address can only be associated with one street address in the system. Each telephone number and e-mail address will be contacted when the street address it is associated with is impacted by a disaster or emergency.

Residents and businesses are also encouraged to monitor the Los Angeles County Department of Beaches and Harbors social media sites, Facebook and Twitter by accessing [Facebook.com/LACDBH](https://www.facebook.com/LACDBH) and [Twitter.com/lacdbh](https://twitter.com/lacdbh) for real time updates along the Los Angeles County Beaches and Marina del Rey.

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