

## DirectoryXpress and Stargazer Help Schools Respond to Emergencies

### DirectoryXpress To Distribute Stargazer Notifier Service to Schools in North East Florida and New Jersey

#### Notifier Service Will Enable School Administrators to Send Text Messages to Groups of Students, Parents, Staff, First Responders and Others in the Community

JACKSONVILLE, FL. DirectoryXpress and the nonprofit Stargazer Foundation have announced a partnership to provide Stargazer's Notifier service to public and private schools in the Jacksonville area and in New Jersey. Using this service, schools will now be able to send instantaneous text message alerts and notifications from a computer to designated groups of mobile phone users. DirectoryXpress is a partner in Stargazer's national BE REALLY READY safety campaign, which helps local schools, businesses and families better prepare for, and respond to, emergency situations.

"The safety of the students and staff at Holy Family Catholic School is a vital concern," says Rosemary Nowotny, Principal of Holy Family Catholic School. "The school is pleased to extend its partnership with Directory Xpress to provide an alert notification system via text messaging. This new system will allow the school to quickly communicate a safety emergency to our families."

DirectoryXpress provides interactive communications capabilities to several local schools, through the MyInfoPage.com service. Teachers, parents and students now use MyInfoPage to develop and share information of interest to their schools. Local and national merchants participate in the MyInfoPage service and will assist DirectoryXpress with local promotion and support of the Stargazer safety program.

"As a board member and mother of two children at Holy Family Catholic School, I've come to rely daily on the MyInfoPage.com for all school related information," declared Kim Sievert, Board Member (Communications) for Holy Family Catholic School. And, now that Directory Xpress is offering emergency text messaging, I feel secure in knowing that I'll be notified immediately in the event of an emergency. Additionally, the service was very easy to implement, we conducted our first test in less than a week.

#### BE REALLY READY CAMPAIGN

"Most people are not *really* prepared for an emergency. They mistakenly believe the government will be there to help them," says Arthur Bushkin, founder and CEO of Stargazer Foundation. "As a result, most people have not taken the most basic actions necessary to protect themselves and their family. We have launched the BE REALLY READY campaign to help people get organized and take control of their own situation in a crisis. As a result, the nonprofit Stargazer Foundation is offering Stargazer Notifier, Stargazer Safety Kits, and other services to meet basic emergency preparedness needs."

Stargazer, an online service for social good, provides simple methods to prepare for, and respond to, an emergency. A cornerstone of the current safety campaign is the free Stargazer Safety Kit, a package of special forms that anyone can use on their own computer to record and save essential information needed to recover from an emergency. This free public service will now be offered at MyInfoPage.com and distributed in local schools and businesses. It is also available at Stargazer.org.

"On behalf of 300 million Americans, I am grateful for the public service that Stargazer has provided with its BE REALLY READY campaign," notes Steve Cooper, former chief information officer of the American Red Cross and the U.S. Department of Homeland Security. "Stargazer helps everyone be better prepared, with the peace of mind that comes in knowing that one is ready to handle the unexpected whenever it may occur."

DirectoryXpress and Stargazer are working together to make schools safer. "We are excited to team with Stargazer to bring Stargazer Notifier, and other Stargazer safety services, to our school partners," says Paul Kasinski, CEO of DirectoryXpress. "This new service is the latest addition to our suite of practical communications and e-commerce services offered at MyInfoPage.com."

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