



City of Holly Springs  
Police Department  
**NEWS RELEASE**

FOR IMMEDIATE RELEASE  
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**The Holly Springs Police Department launches new Community Information Service**

**CITY, STATE** – The City of Holly Springs 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 Holly Springs can now take advantage of Nixle! Nixle is a community information service that alerts you to public safety threats and community events via web, e-mail, and cell phone. Sign up at [www.nixle.com](http://www.nixle.com) to register.

Register now and learn more at [www.nixle.com](http://www.nixle.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.

**Quote from police chief, Chief Ken Ball, about benefits to residents**

*"The Nixle Service is a free service to the City and Citizens of Holly Springs. Nixle is cutting edge technology that will allow us to keep Citizen Subscribers well informed on programs in the Police Department, lookouts on persons wanted/missing, road closures or detours due to accidents or incidents, and information on any incident occurring where citizen assistance may be of help. I believe this will enhance our ability to keep the Citizens of Holly Springs informed in a "real time" active manner. It is a way for us to have the ability to not only keep Citizens informed, but to put more eyes on the street in events that are unfolding to keep everyone in the City safer. I encourage every Citizen, business owner, or anyone spending time in the City of Holly Springs, to subscribe to this free service. It is very simple to subscribe and takes very little time."*



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For now, Holly Springs' residents will be able to receive police-related information and municipal government information via Nixle. Channels providing other kinds of information are expected to be introduced in the future.

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

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