



## Government of Yukon

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FOR RELEASE #10-185  
September 24, 2010

### **Yukon leads way and participates in new National Alert Aggregation and Dissemination system**

WHITEHORSE – Community Services Minister Archie Lang announced today that Yukon is participating in a new national emergency alerting system.

"The Yukon government welcomes this new tool to alert Yukoners during emergencies. This enhanced Canadian public alerting system will benefit Yukoners by improving our ability to provide them with information when emergency events put them at risk," Lang said.

The National Alert Aggregation and Dissemination (NAAD) System allows governments to easily issue public safety alerts. The Yukon government can now access an internet-based system that makes emergency alerts available to all media outlets. The media then transmits that information to Yukoners through their communications services.

This new national emergency public alerting system was developed by Pelmorex Communications Inc., in consultation with Canada's federal, provincial and territorial governments.

Pelmorex Communications Inc., the parent company of The Weather Network, developed the emergency alert distribution system to enable governments across Canada to easily distribute public safety messages to Canada's broadcasters, cable and satellite companies. There is no cost for using or accessing the system. Pelmorex Communications is a private company that does not receive public funding.

"We are committed to public alerting in Canada," Pelmorex Communications Inc. senior vice-president of regulatory affairs Paul Temple said. "The NAAD System is the first of its kind in Canada and provides media outlets anywhere in Canada with easy access to Yukon's public safety messages. We are proud to work together with Yukon to help keep residents safe."

The Weather Network will also broadcast emergency alerts as a part of its television programming. All alerts will be available at [www.theweathernetwork.com](http://www.theweathernetwork.com) and on Twitter at [@wxnetwork\\_YT](https://twitter.com/wxnetwork_YT).

Participation by media services in the system is voluntary. The Government of Yukon and Pelmorex Communications will be encouraging Yukon's media outlets to participate.

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