



PRESS KIT



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Dear CENTEGIX Customer,

Congratulations on your decision to implement CrisisAlert™ in your school district. You are leveraging innovative technology to enrich the learning environment and create safer schools by empowering anyone with a badge to push a button and get help. We look forward to working with you during your installation, onboarding, and training phases.

We have heard from our school district customers that it is essential for them to share with their community and constituents an update about their investment in CrisisAlert™ and their efforts to increase safety for students and staff. To support that goal, we have created this communications kit for your use.

We encourage you to localize and customize the materials from the suggestions we have provided.

Please contact us if you have questions or need assistance. Also, we encourage you to share with us the results of your PR efforts. Send us your media mentions, news clips, or other public materials, and we'll share them on our website and social media pages.

Thank you again for joining our family and sharing your progress with your community.

Sincerely,

Mary Ford
Marketing
CENTEGIX
404-256-5646 | mford@CENTEGIX.com



Getting the Most from This PR Kit

CENTEGIX has helped hundreds of schools improve safety on their campuses. This document guides what, when, and how to communicate about the new CrisisAlert™ solution installed in your school. Below, you will find suggestions for social media and communication plans for parents, teachers, students, and the press. This document provides templates you can easily adapt to your specific tone and messaging. It also provides recommended timelines for communication. We encourage you to use these resources and modify them to fit your requirements.

This kit organizes information by onboarding stage:

1. District/School Signs with CENTEGIX to Install CrisisAlert™
2. CrisisAlert™ Installed in School
3. CrisisAlert™ Operational
4. Plan a Media Event / Demo Day



DISTRICT/SCHOOL SIGNS WITH CENTEGIX TO INSTALL CRISISALERT™

Congratulations! Your district/school has taken a bold new step in empowering and protecting your staff and students. Once your district has signed a contract with CENTEGIX, you will want to communicate this strategic update to all stakeholders: Parents, Teachers, Staff, and Students.

Action:

1. Include an announcement about the decision to implement CrisisAlert™ in internal emails, district-wide newsletters, and school communications.
2. Post updates on social media channels.

Resources:

- 1. Draft for district newsletters, emails, and school communications to parents and teachers**

Our first priority at (DISTRICT/SCHOOL NAME) is to keep our students and staff safe. We took a bold new step in that direction by selecting CENTEGIX™, a company that creates safer spaces by innovating to empower and protect people. We will be installing CENTEGIX's CrisisAlert™ solution throughout our school(s).

CrisisAlert™ is a safety and security solution unique for its ability to deliver precise alert location, immediate audio and visual incident notifications (including lighted strobes, screen messages, and intercom integration), simple activation via a CrisisAlert™ badge, and 100% full campus coverage. CrisisAlert™ enables staff and security professionals to request assistance and implement emergency protocols from anywhere. Simply, "push button, help comes."

We look forward to working with CENTEGIX to install the CrisisAlert™ solution in our school(s). We will keep the public updated as we begin work. For more information, visit www.CENTEGIX.com.



Resources (Continued):

2. Social Media Posts

Twitter: [@_CENTEGIX](#) | FB: [@CENTEGIX](#) | LinkedIn: [CENTEGIX](#)

Twitter (280 characters)

Our first priority at (DISTRICT) is to keep our students & staff safe. We took a bold new step in that direction by selecting @_CENTEGIX CrisisAlert™ for our school(s). Teachers & staff can now call for immediate help w/ the push of a button on their badge. #EverySecondMatters #PushButtonHelpComes

Facebook

Our first priority at (DISTRICT) is to keep our students and staff safe. We took a bold new step in that direction by selecting @CENTEGIX CrisisAlert™ solution for our schools. Teachers and staff will soon be able to call for help with the push of a button on their badge from anywhere on campus. #EverySecondMatters #PushButtonHelpComes



CRISIS ALERT INSTALLED IN SCHOOL(S)

As the CENTEGIX team begins work installing the CrisisAlert™ solution on your campus, you will want to keep stakeholders updated on progress. Staff will want to know what to expect during this process. Students may wonder why new devices are now appearing throughout the building.

Action:

1. Include an update in internal emails, district-wide newsletters, and school communications.
2. Mention it on morning announcements.
3. Post updates on social media channels.

Resources:

- 1. Draft for district newsletters, emails, and school communications to parents and teachers**

Over the coming weeks, (DISTRICT) will be installing the CrisisAlert™ solution on its campus(es). CrisisAlert™ is a safety and security solution by CENTEGIX, a company that creates safer spaces by innovating to empower and protect people. The CENTEGIX team will work during non-instructional time, mostly evenings, to install and test the components of CrisisAlert™. These components include strobes and hubs that create a mesh network that processes alerts and connects to the school's computers and intercom.

The new CrisisAlert™ solution will enable all teachers and staff to call for help with a simple press of a button on a wearable badge. The solution's simple activation via the CrisisAlert™ badge, location accuracy, and 100% full campus coverage ensure help will arrive quickly when needed. We will train teachers and staff accordingly.

We look forward to working with the CENTEGIX team as they install and deploy CrisisAlert™ in our school(s).



Resources (Continued):

2. Morning Announcements

Students and Staff: Over the coming weeks, we will be installing our new safety solution CrisisAlert™ throughout the school. You will begin to notice strobe lights installed in hallways and classrooms and hubs installed in some classrooms. You will also see teachers carrying a white badge with a single button. All these are part of our new CrisisAlert™ solution, which will keep all students and staff safer on our campus. The CENTEGIX team will be working evenings and will not interfere with instructional time.

3. Social Media Posts

Twitter: [@_CENTEGIX](#) | FB: [@CENTEGIX](#) | LinkedIn: [CENTEGIX](#)

Twitter (280 characters)

In the coming weeks, (School) will be working with @_CENTEGIX to install our new safety solution CrisisAlert™ during non-instructional hours. Teachers & staff will be able to call for immediate help w/ the push of a button on their badge. #EverySecondMatters #PushButtonHelpComes

Facebook

In the coming weeks, (School) will be installing its new safety and security solution, CrisisAlert™. The @CENTEGIX team will be working during non-instructional time (evenings) to install and test all the components of the CrisisAlert™ solution. Soon, our teachers & staff will be able to call for immediate help w/ the push of a button on their badge. #EverySecondMatters #PushButtonHelpComes



CRISIS ALERT OPERATIONAL

Once CrisisAlert™ is fully installed and operational, your community will want to see how it works! There are several ways to communicate to stakeholders the district's new safety solution.

Action:

1. Include an article about CrisisAlert™ in internal emails, district-wide newsletters, and school communications.
2. Release a press announcement.
3. Post updates on social media channels.

Resources:

1. DRAFT ARTICLE FOR SCHOOL / DISTRICT NEWSLETTER

Increased Safety for Our School!

Our first priority is to keep our students and staff safe. Our new safety solution, CrisisAlert™ by CENTEGIX, is now fully installed and operational.

CENTEGIX's CrisisAlert™ platform is an incident alerting solution that protects students and staff members by empowering teachers and staff to call for help with a simple push of a button. The solution provides first responders with the most accurate location information enabling them to respond faster in any situation.

How CrisisAlert™ Works

The CrisisAlert™ solution is superior because it is easy to use with simple button activation, provides 100% campus coverage, allows responders to identify the precise location of an incident, and includes audio and visual notifications.

Teachers and staff can now call for help with the push of a button on their badge. Responders can react quickly and efficiently, shaving seconds off response times and saving lives.

(Continued)



"This is great because you don't have to depend on Wi-Fi, cellular signal, or opening an app on your phone," said (name and title here). "We all feel safer now with this solution in place because everyone can get help immediately."

CrisisAlert™ can also activate an emergency lockdown, which triggers audio and visual notifications. Strobe lights flash and beep in every room and hallway, and instructional messages are displayed on computers connected to the network. The intercom plays a message with instructions corresponding to the alert type. Our students and staff will practice using the solution a few times each year, so everyone knows what to do when an alert is activated.

Our school and district administrators can initiate an alert remotely through the mobile or desktop app in the event of an incident for either a single school or district-wide. We will use this for incidents such as weather emergencies, threats in the area, etc.

The solution is provided by CENTEGIX, a company that lives by the slogan, "Every Second Matters." CENTEGIX protects over 2000 locations nationwide, including over one million students and staff. For more information, visit www.CENTEGIX.com.



Resources (Continued):

2. PRESS ANNOUNCEMENT

NOTE: Please contact CENTEGIX for an updated quote and PR approval

FOR IMMEDIATE RELEASE

[DATE]

[CONTACT, PHONE & EMAIL]

(DISTRICT) Makes Bold Move to Increase Safety, CENTEGIX's CrisisAlert™ Solution Now Available

(City, State) (Date) Teachers and staff (at xxx) can now call for help with the push of a button with CrisisAlert™, a safety solution by CENTEGIX™, a company that creates safer spaces by innovating to empower and protect people.

“When it comes to the safety of our students and staff, we searched for the very best option, and I believe we found it,” said [NAME AND TITLE]. “We all feel safer now with this solution in place.”

The CrisisAlert™ platform is an incident alerting solution that protects students by empowering teachers and staff to call for help with the push of a button. The solution provides first responders with precise location information enabling them to respond faster in any situation. The CENTEGIX solution is unique for its ability to deliver alert location accuracy, total campus coverage, and immediate audio and visual notification, all with simple activation via the CrisisAlert™ badge.

Teachers and administrators can use the badge for everything from calling for help for everyday events such as medical emergencies or student altercations, to initiating campus-wide lockdowns, including those for credible gun threats.

(Continued)



The solution provides coverage both inside and outside the building, including parking lots and athletic fields. No matter where the emergency, a badge holder can trigger an alert.

“Seconds can mean the difference in saving a life,” said Brent Cobb, President of CENTEGIX. “In an active shooter event, there is a casualty every 8 seconds. In a medical emergency, arriving a second late could be catastrophic. Our technology is innovative, but using it is very simple. Just push the button, and help comes.”

“This gives us an unprecedented ability to respond to emergencies at our schools,” said (DISTRICT SPOKESPERSON). “We can know where our staff need help without relying on a mobile application.”

(Additional quote here from a staff person, parent, or student, if desired.)

About CENTEGIX

CENTEGIX is the leader in incident response solutions. Our CrisisAlert™ platform is the fastest and easiest way for staff to call for help in any emergency, from the everyday to the extreme. CENTEGIX creates safer spaces by innovating technology to empower and protect people, and leaders nationwide trust our safety solutions to provide peace of mind. To learn more about CENTEGIX, visit www.CENTEGIX.com.



Resources (Continued):

3. POST UPDATE ON SOCIAL MEDIA CHANNELS

Twitter: [@CENTEGIX](#) | FB: [@CENTEGIX](#) | LinkedIn: [CENTEGIX](#)

Our School Just Got Safer!

Twitter (280 characters)

Our new safety solution CrisisAlert™ is fully operational! From medical emergencies to campus-wide threats, teachers & staff can now call for immediate help w/ the push of a button on their badge. #EverySecondMatters #PushButtonHelpComes @_CENTEGIX

Facebook

Our new safety solution CrisisAlert™ is fully operational! From medical emergencies to campus-wide threats, teachers and staff can now call for immediate help with the push of a button on their badge. #EverySecondMatters #PushButtonHelpComes @CENTEGIX

(Send this out with a picture of a teacher holding the badge and smiling.)

It's So Easy to Use

Twitter (280 characters)

We've been practicing using our new CrisisAlert™ safety solution by @_CENTEGIX. With CrisisAlert™, we don't have to depend on Wi-Fi or a mobile app in an emergency! We just push a button on our badge & help is on the way. #EverySecondMatters #PushButtonHelpComes

Facebook

We've been practicing using our new CrisisAlert™ safety solution by @CENTEGIX. With CrisisAlert™, we don't have to depend on Wi-Fi or a mobile app in an emergency! We just push a button on our badge, and help is on the way. We love this new safety feature in our school(s). #EverySecondMatters #PushButtonHelpComes

(Send with a screenshot of a locator map on the laptop.)



It's So Easy to Use - Video Instructions

Take a cell phone or camera and record a video of the principal walking down the hallway, pointing to his badge as he explains how it works, and pointing to the strobe lights or screens to show how the solution will display alerts. You can then upload it to YouTube, put it on your website, and upload it to social media.

A Localized Incident

In the aftermath of a local incident, when everyone is safe and the incident is resolved, send out a social media message talking about how the CrisisAlert™ worked.



MEDIA EVENT / DEMO DAY

Action:

1. Invite Speakers to Participate
2. Announcement of Demo Day for Press and Key Stakeholders
 - a. Letter to Attendees
 - b. Media Advisory
3. FAQ Sheet for Press
4. Talking Points for Speakers
5. Run of Show
6. Post on Social Media Channels
7. Recap Event in Internal and External Communications

Resources:

Announcement of Demo Day – Letter to Stakeholders

Dear (Name),

You may be aware (School/District) has installed CrisisAlert™ on its campus(es). CrisisAlert™ is an incident alerting solution that protects students and staff members by empowering teachers and staff to call for help and provides first responders with actionable information to respond faster in any situation. The CENTEGIX solution is unique for its ability to deliver alert location accuracy, total campus coverage, immediate notification, audio and visual notification, and simple activation via the CrisisAlert™ badge.

Teachers and administrators now have access to badges that empower them to call for help for everyday emergencies, such as medical emergencies or student altercations, to extreme events needing campus-wide lockdowns, such as credible gun threats or weather events.

(Continued)



On XXXX (INSERT LOCATION, DATE AND TIME), (School/District) will hold a special demonstration of its new CrisisAlert™ solution. We invite you to attend this event featuring (name speakers). We know that every single student is someone's daughter, nephew, cousin, or friend, which is why we hope you will join us as we demonstrate the capabilities of CENTEGIX's CrisisAlert™ solution.

In addition to sharing the news about the solution, we strive to keep the community informed on changes we make regarding our students' education and protection.

If you have any questions about the event, please feel free to contact [insert contact name and number] at any time.

If you want more information on the CENTEGIX CrisisAlert™ solution, please visit www.CENTEGIX.com.

[School district] appreciates all community members and is grateful to take this next step toward the shared goal of keeping our students safe. Thank you.



Announcement of Demo Day – Media Advisory

MEDIA ADVISORY

Media Contact:
(NAME)
(PHONE NUMBER)

(SCHOOL) DEMONSTRATES NEW SAFETY SOLUTION

*CrisisAlert™ Empowers Teachers and Staff
Users Can Call for Help ANYWHERE On Campus*

WHAT: LIVE Demonstration of (SCHOOL)'s New Safety Solution CrisisAlert™

(SCHOOL) has made a new investment in the safety of its staff and students. Teachers and staff (at xxx) can now call for help with the push of a button on a wearable badge with our new CrisisAlert™ solution by CENTEGIX™, a company that creates safer spaces by innovating to empower and protect people.

The demonstration will include both the Staff Alert and Campus-Wide lockdown capabilities of CrisisAlert™.

WHO: (NAME ALL VIPs IN ATTENDANCE AND SPEAKERS)

WHEN: (DATE AND TIME)

WHERE: (ADDRESS AND GIVE INSTRUCTIONS OF WHERE TO MEET)

WHY:

HOW: For pre-scheduled interviews with (XXXX) or additional information, please contact (NAME, EMAIL, AND PHONE)

*Photo Ops and interviews on-site

For More Information, visit: (LINK TO INFO ONLINE)

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info@CENTEGIX.com / [\(800\) 950-9202](tel:8009509202) / www.CENTEGIX.com



SAMPLE SCRIPT FOR PHONE, TEXT, AND EMAIL NOTIFICATION

This text is for the school or district messages sent to parents and community members via phone, text, and email through your notification system.

Script #1

Hello to our student families, volunteers, and school supporters. This is _____ with an important update. Here at (School or District), our first priority is to keep our students and staff safe. We recently took a bold new step in that direction by installing the CrisisAlert™ solution throughout our school(s). Teachers and staff can now call for help with the push of a button on their CrisisAlert™ badge. First responders immediately know the location of the person pressing the badge to get immediate help to protect our students. You might see our staff wearing these badges when you visit our school(s). It empowers our staff to act confidently in any incident and get help to focus on the learning environment. This is an additional step that (School or District) is taking to increase safety for all of our students and staff.



TALKING POINTS FOR SPEECHES OR PRESENTATIONS

This is designed for the school or district leader speaking about CrisisAlert™ to members of the community. Presentations are often effective when accompanied by slides with photos of the CrisisAlert™ solution in place. The speaker should also wear a badge to show the audience.

Our School(s) Just Got Safer.

INTRODUCTION

(Start with a personal story about an incident in your school where you struggled to communicate with everyone immediately. If you don't have a local incident, use an example from another district or a startling statistic about the increase in lockdowns and campus incidents.)

THE BADGE

- *Here at (School or District), our first priority is to keep our students and staff safe. We took a bold new step in that direction by installing the CENTEGIX™ CrisisAlert™ solution throughout our school(s).*
- *Teachers and staff can now call for help with the push of a button on their wearable CrisisAlert™ badge.*
- *It's an innovative solution that is exceptionally easy to use. Three clicks of the badge initiate a Staff Alert – an individual call for help. Multiple clicks initiate a campus-wide lockdown. An authorized administrator can use the application to initiate a campus-wide lockdown.*
- *This innovative solution provides exceptional service because it does not depend on Wi-Fi or an app on a cell phone.*
- *Staff feel safer now with this solution in place because everyone can get help immediately.*

(Continued)



LOCKDOWNS

- *CrisisAlert™ can activate an emergency lockdown by pressing the badge repeatedly.*
- *Facility-wide alerts communicate emergency information using colored strobe lights, desktop alerts, and intercom integration.*
- *Our school is now equipped with strobes that flash and beep in a campus-wide threat (lockdown), on-screen messages, and intercom voices to alert everyone on campus.*
- *The CrisisAlert™ solution provides coverage both inside and outside the building, including parking lots and athletic fields. Everyone knows when there is a lockdown, even if they happen to be practicing on a team, at recess, or just arriving at school.*
- *We ask that you do not come to the school to pick up your child during a lockdown, which may aggravate the situation.*

CONTROLLING ALERTS REMOTELY

- *Our school and district administrators can control alerts remotely through a mobile or desktop app.*
- *They will use the solution this way to initiate an alert for multiple schools or the entire district.*
- *Examples of times we would need to send alerts to multiple locations would be for weather emergencies, bus delays, or a power outage.*

THE SOLUTION

- *The solution is provided by CENTEGIX, a company that lives by the slogan, “Every Second Matters.”*
- *CENTEGIX has installed CrisisAlert™ in over 2000 locations nationwide, protecting over 1 million students and staff.*
- *For more information, go to CENTEGIX.com.*



CRISISALERT™ MEDIA DAY SAMPLE RUN OF SHOW

Location:

[SCHOOL]
[ADDRESS]
[CITY], [ST] [ZIP]

[DISTRICT] Attendees:

[TBD]

CENTEGIX Attendees:

Mary Ford, VP Marketing
Brent Cobb, President

Expected Press:

[TBD]

Overview:

This event is to showcase to the community the investments that [DISTRICT] is making in school safety to keep students and staff safe. This event will happen at one specific school as an example of what the district is doing across all schools. It's important to keep the focus on what is happening at the school to keep it real and tangible, and then on the district level to enforce that this is for all kids and all schools.

Talking Points:

[TBD]
See Press Card

(Continued)



Agenda:

8:00 AM – Arrival of [DISTRICT] & CENTEGIX

8:15 AM – CrisisAlert™ demo run-through (CENTEGIX)

9:00 AM – Arrival of [DISTRICT] staff

9:15 AM – Demo CrisisAlert™ to [DISTRICT] staff and representatives

10:45 AM – Press arrives (setup in media room)

11:05 AM – Principal welcome – Cameras welcome (media room)

11:07 AM – Superintendent speaks – Cameras welcome (media room)

11:17 AM – CENTEGIX press technology review – No cameras (media room) *(this is just an explanation of what they are going to see, what they want to record for good footage, taxonomy, etc.)*

11:25AM – CrisisAlert™ Demo – Cameras welcome (classroom TBD)

11:40 AM – Media gaggle (hallway, classroom, media room) - (Press QAs for Board, Sup, Principal, etc.)

Noon – Depart



Press Card

Company Name: CENTEGIX (pronounced: Cen-TEE-gix)

Product: CrisisAlert™ or CrisisAlert™ Solution

How It Works:

- CrisisAlert™ Badge™ worn by every teacher, administrator, SRO, and staff member
- Two types of alerts:
 - StaffAlert™
 - Urgent “help-needed” scenario: medical issue, injury, fights/bullying, custody issues, etc.
 - Three clicks of badge
 - Notifies responders with who and where (map)
 - Campus-wide Emergency Lockdown
 - Used to lock down the entire campus in the event of an Active Shooter or other emergencies
 - Continue to push the button until school goes into lockdown
 - Notifies responders with who and where (map)
 - Lockdown provides audio and visual alerts:
 - Strobes placed in every classroom, hallway, and common area flash and beep
 - Every screen is taken over and displays a lockdown message
 - Intercom plays pre-recorded lockdown message
- District or school can also trigger alerts remotely for weather emergencies, bomb threats, etc.
- CrisisAlert™ provides coverage both inside and outside buildings, including from the parking lots to the athletic fields



CENTEGIX FAQ:

- *CENTEGIX's CrisisAlert™ technology is far superior to popular "mobile panic button apps" that rely on cellular or Wi-Fi. CrisisAlert™ operates independently of any Wi-Fi or cellular network.*
- *CENTEGIX tagline: "Every Second Matters": In an active shooter event, from the time the first shot is fired, a casualty happens every 8 seconds. In a medical emergency, seconds can mean the difference in saving a life. The CrisisAlert™ solution dramatically reduces the time it takes for responders to arrive, which can save lives.*
- *Over 2000 locations have installed CrisisAlert™, protecting over 1 million staff and students.*
- *CrisisAlert™ provides coverage both inside and outside buildings, including coverage from the parking lots to the athletic fields.*
- *CENTEGIX remotely monitors all devices so we can communicate with the district/schools proactively when equipment requires service.*
- *Technology is innovative; usage is straightforward. "Push Button. Help Comes."*