



COUNTY EXECUTIVE OFFICE • MEDIA RELATIONS  
**PRESS RELEASE**

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## Brush Fire Prompts *AlertOC* Activation, Community Members Encouraged to Register

(Santa Ana, CA)— The City of Brea today activated the *AlertOC* regional emergency notification system to keep the community informed during a multi-acre brush fire in Carbon Canyon.

Those living or working in the Orange County area are encouraged to take this opportunity to visit [www.AlertOC.com](http://www.AlertOC.com) and register their contact information to receive similar, time-sensitive communications.

*AlertOC* is recognized as the sole mass notification system used by the County and 33 Orange County cities to send notifications to affected individuals in the event of a natural disaster or emergency, such as evacuation orders and road closures. Registrants may also receive messages when minor incidents like power outages occur.

When there is an event requiring community action, authorized officials record a voice, e-mail or text message that is delivered rapidly. The robust system is capable of releasing three million 60-second voice messages, one million e-mails and 1.8 million text messages per hour.

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