



**WINTER HAVEN**  
*The Chain of Lakes City*  
**POLICE DEPARTMENT**  
Gary W. Hester, Chief of Police

Date: Nov. 7, 2011  
Time: 1 P.M.  
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WINTER HAVEN – The Winter Haven Police Department has launched CodeRED, a high-speed notification system that will enable the Department to quickly deliver emergency messages to targeted areas within the city. Similar to the reverse 9-1-1 setup that many residents are familiar with, CodeRED offers options to accommodate our fast-paced lives.

CodeRED gives residents and businesses the ability to add their own phone number, included cell phones, to the system's database. "The citizens of Winter Haven will now have the ability to be notified no matter where they are if there is an emergency within a specified area of the address submitted," said Winter Haven Chief of Police, Gary Hester. "In the event of a serious public safety situation, our citizens will not only receive a phone call, but can also get an email and/or text message if they choose that option." There is no fee for any of the options.

The system automatically will call phones listed in the white pages of the telephone directory. However, no one should assume his or her number is included. Individuals and businesses are encouraged to log on to the Winter Haven Police website and click on the CodeRED link in the left task bar. CodeRED gives an easy and secure method for inputting information. The data collected will only be used for emergency notification purposes. Those without internet access can also contact the Winter Haven Police Department to supply their information over the phone.

For more information about the system, contact Jamie Brown, Public Information at 863-295-5905 or [jbrown@mywinterhaven.com](mailto:jbrown@mywinterhaven.com)