



Everbridge Supports Several U.S. States and Cities Responding to Air Quality Emergency Caused by Ongoing Canadian Wildfires

June 8, 2023

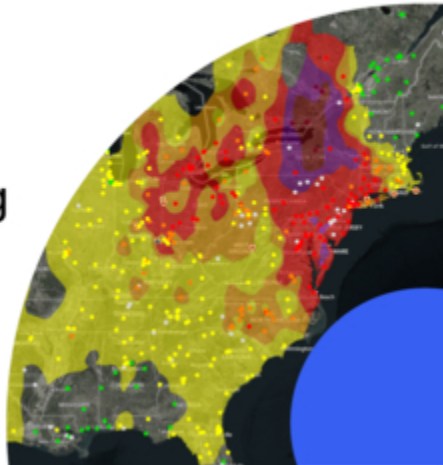
Emergency officials are using mass notification technology to urge caution for vulnerable populations, share best practices, and to cancel outdoor activities

BURLINGTON, Mass.--(BUSINESS WIRE)--Jun. 8, 2023-- [Everbridge](#), Inc. (Nasdaq: EVBG), the global leader in [critical event management](#) (CEM) and national [Public Warning](#) solutions, today announced its continued support to state and local governments as smoke from ongoing wildfires in Canada engulf the skies over large parts of the United States, prompting [dangerous air quality conditions](#).

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20230608005447/en/>



Everbridge Supports US Cities Responding to Air Quality Crisis



“Effective communication between public health agencies and residents is absolutely critical during times like these,” said David Wagner, CEO of Everbridge. “When wildfires occur, air quality can rapidly deteriorate, posing significant risks to our communities. It is crucial that we provide timely, accurate, and actionable information about potential health impacts and necessary precautions to ensure the resilience of county, city, and state populations. Everbridge also continues to support our Canadian customers in their regional response to the wildfires.”

With smoke plumes extending from Vermont down to North Carolina, air quality alerts have been issued in 15 states, including Connecticut, Massachusetts, New York, Pennsylvania, and Washington, DC, impacting more than 55 million Americans living in the Northeast, Midwest and mid-Atlantic.

Everbridge Supports Several U.S. States and Cities Responding to Air Quality Emergency Caused by Ongoing Canadian Wildfires

[warning residents](#) to take precautions. [At-risk populations](#), such as young children, the [elderly](#), or those with lung and heart disease, are urged to avoid the outdoors, according to the advisories.

Everbridge is experiencing a significant increase in the number of municipalities leveraging the company’s [community engagement and mass notification](#) offerings. New York City’s [Notify NYC](#) is sending regular Air Quality alerts via opt-in, using multilingual templates. [The City of Hoboken](#) is providing updates on cancelled activities, and New Haven, Connecticut Mayor Justin Elicker provided the following message to residents:

“Due to smoke traveling our way from wildfires in Canada, the air quality in New Haven is still considered to be unhealthy. As a reminder, people with heart or lung disease, asthma, other respiratory ailments as well as older adults, pregnant women, children, and teenagers should take the following steps to reduce your exposure: keep your outdoor activities short, avoid strenuous outdoor activities or, preferably, reschedule or move your physical activities indoors.”

Everbridge powers the mass notification systems for much of the populations impacted by the dangerous smoke and haze, including the states of Vermont, Connecticut, Massachusetts, and New York, as well as major cities such as New York City, Hoboken, and Philadelphia, and Fairfax County Virginia, bordering Alexandria and Washington, D.C.

Francis Willett, Principal Product Manager of North American Public Safety for Everbridge, said “We are seeing an increased number of notifications related to the poor air quality conditions being experienced by many of our customers. We continue to support our clients and the residents they serve, and we stand ready to assist anyone in need of leveraging the Everbridge platform and best practices to effectively communicate with citizens during a crisis.”

For more information on how Everbridge can support government agencies or businesses with the ongoing air quality crisis, [contact Everbridge here](#).

About Everbridge

[Everbridge](#) (Nasdaq: EVBG) empowers enterprises and government organizations to anticipate, mitigate, respond to, and recover stronger from critical events. In today’s unpredictable world, resilient organizations minimize impact to people and operations, absorb stress, and return to

productivity faster when deploying critical event management (CEM) technology. Everbridge digitizes organizational resilience by combining intelligent automation with the industry's most comprehensive risk data to Keep People Safe and Organizations Running™. For more information, visit <https://www.everbridge.com/>, read the company [blog](#), and follow on [Twitter](#). Everbridge...*Empowering Resilience*.

Cautionary Language Concerning Forward-Looking Statements

This press release contains "forward-looking statements" within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995, including but not limited to, statements regarding the anticipated opportunity and trends for growth in our critical communications and enterprise safety applications and our overall business, our market opportunity, our expectations regarding sales of our products, our goal to maintain market leadership and extend the markets in which we compete for customers, and anticipated impact on financial results. These forward-looking statements are made as of the date of this press release and were based on current expectations, estimates, forecasts and projections as well as the beliefs and assumptions of management. Words such as "expect," "anticipate," "should," "believe," "target," "project," "goals," "estimate," "potential," "predict," "may," "will," "could," "intend," variations of these terms or the negative of these terms and similar expressions are intended to identify these forward-looking statements. Forward-looking statements are subject to a number of risks and uncertainties, many of which involve factors or circumstances that are beyond our control. Our actual results could differ materially from those stated or implied in forward-looking statements due to a number of factors, including but not limited to: the ability of our products and services to perform as intended and meet our customers' expectations; our ability to successfully integrate businesses and assets that we may acquire; our ability to attract new customers and retain and increase sales to existing customers; our ability to increase sales of our Mass Notification application and/or ability to increase sales of our other applications; developments in the market for targeted and contextually relevant critical communications or the associated regulatory environment; our estimates of market opportunity and forecasts of market growth may prove to be inaccurate; we have not been profitable on a consistent basis historically and may not achieve or maintain profitability in the future; the lengthy and unpredictable sales cycles for new customers; nature of our business exposes us to inherent liability risks; our ability to attract, integrate and retain qualified personnel; our ability to maintain successful relationships with our channel partners and technology partners; our ability to manage our growth effectively; our ability to respond to competitive pressures; potential liability related to privacy and security of personally identifiable information; our ability to protect our intellectual property rights, and the other risks detailed in our risk factors discussed in filings with the U.S. Securities and Exchange Commission ("SEC"), including but not limited to our Annual Report on Form 10-K for the year ended December 31, 2022 filed with the SEC on February 24, 2023 and other subsequent filings with the SEC. The forward-looking statements included in this press release represent our views as of the date of this press release. We undertake no intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. These forward-looking statements should not be relied upon as representing our views as of any date subsequent to the date of this press release.

All Everbridge products are trademarks of Everbridge, Inc. in the USA and other countries. All other product or company names mentioned are the property of their respective owners.

View source version on [businesswire.com](https://www.businesswire.com/news/home/20230608005447/en/): <https://www.businesswire.com/news/home/20230608005447/en/>

Everbridge Contacts:

Jim Gatta
Media Relations
jim.gatta@everbridge.com
215-290-3799

Jeff Young
Media Relations
jeff.young@everbridge.com
781-859-4116

Source: Everbridge, Inc.