

FOR IMMEDIATE RELEASE
April 1, 2013



**Greater Harris County
9-1-1 Emergency Network**

For More Information

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**LOCAL 9-1-1 AGENCIES RUN MOVIE THEATER ADS
DURING APRIL: NATIONAL 9-1-1 EDUCATION MONTH*
“Help 9-1-1 Help You”**

FOUR-YEAR OLD 9-1-1 GIRL RECOGNIZED AS 9-1-1 HERO BY MISSOURI CITY

(HOUSTON, TX) **April is National 9-1-1 Education Month**—Greater Harris County 9-1-1 Emergency Network (GHC 9-1-1) announces that, throughout the month of April movie goers will begin seeing a new public education message at area wide cinemas.

Also, to kick off 9-1-1 Education Month, on Monday, April 1, 2013, GHC 9-1-1 will join the Missouri City Council Members along with the Missouri City Police, Fire & Rescue Departments to recognize a young 9-1-1 hero—a four year old girl for her exemplary actions during a 9-1-1 call she made to help her grandmother.

Missouri City Council Meeting: April 1, 2013 at 7:00 p.m. in the council chambers.
City hall is located at 1522 Texas Parkway, Missouri City, 77489.

The ‘**Help 9-1-1 Help You**’ commercial will be shown during the month of April for “National Education Month,” at movie theaters throughout Brazos, Galveston, Fort Bend, Harris, and Montgomery Counties. GHC 9-1-1 partnered with the following agencies to offer the movie theater public awareness campaign: Brazos County 9-1-1 District, Galveston County 9-1-1 District, Montgomery County 9-1-1 District.

“During times of crisis, callers are generally under high stress and, may get confused about what to do,” said Lavergne Schwender, executive director of GHC 9-1-1. “So, we devised a powerful commercial to remind callers of these three messages: 1) give your location 2) stay on the line 3) answer all questions.” Schwender said: “It’s important to follow these three steps so that you can get the appropriate type of emergency assistance.”

[CLICK HERE TO VIEW THE 30-SECOND 9-1-1 CINEMA COMMERCIAL.](http://911.org/Help_9-1-1_Help_You_TV_PSA.asp)

http://911.org/Help_9-1-1_Help_You_TV_PSA.asp IT MAY TAKE 60 SECONDS OR MORE TO DOWNLOAD.

The “Help 9-1-1 Help You” Commercial Has Three Key Messages

GHC 9-1-1 would like to remind callers of three important messages:

- 1. Give your location** – It is important for callers to provide the exact location of the emergency—especially when calling from a wireless phone. By providing the exact location (city/county, street names, etc) it will ensure that the emergency response is dispatched to the exact location of the emergency.
- 2. Always stay on the line** - When callers hang up, it could mean that something has gone very wrong, so 9-1-1 call takers will attempt to call back. Therefore, a hang-up can delay appropriate emergency assistance and tie up 9-1-1 lines longer than necessary.
- 3. When calling 9-1-1, always answer the questions** - It is not unusual for callers in crisis to become frustrated or fail to see why operators’ questions are important. By asking questions, an operator is able to discern important information that will result in the correct emergency response and personnel being dispatched to the scene.

More

The Commercial Will Be Shown in Movie Theaters throughout Brazos, Galveston, Harris and Montgomery Counties March 29 – April 26, 2013

Houston	Cinemark 12 Rosenberg	ROSENBERG, TX
Houston	Cinemark 13 Cypress with XD	CYPRESS, TX
Houston	Cinemark 13 Silverlake with XD	PEARLAND, TX
Houston	Cinemark 18 Webster with XD	WEBSTER, TX
Houston	Cinemark 19 with XD	KATY, TX
Houston	Deerbrook 24	HUMBLE, TX
Houston	First Colony 24 with IMAX	SUGAR LAND, TX
Houston	Fountains 18	STAFFORD, TX
Houston	Gulf Pointe 30 with IMAX	HOUSTON, TX
Houston	Hollywood USA	PASADENA, TX
Houston	Houston Greenway 24 with RPX	HOUSTON, TX
Houston	Houston Marq*E Stadium 22 plus IMAX	HOUSTON, TX
Houston	Katy Mills 20	KATY, TX
Houston	Kingwood Movies 14	KINGWOOD, TX
Houston	Memorial City Mall	HOUSTON, TX
Houston	Spring 10	SPRING, TX
Houston	Star Cinema Grill - Missouri City	MISSOURI CITY, TX
Houston	Star Cinema Grill - Webster	Webster, TX
Houston	Studio 30 Houston	HOUSTON, TX
Houston	Tinseltown - Jacinto City	HOUSTON, TX
Houston	Tinseltown USA 290	HOUSTON, TX
Houston	West Oaks Mall with RPX	Houston, TX
Houston	Willowbrook 24	HOUSTON, TX
	Movies 12	Texas City, TX
Houston	Brazos Stadium 14	LAKE JACKSON, TX
Houston	Cinemark at Market Street	SPRING, TX
Houston	Star Cinema Grill - Conroe	CONROE, TX
Houston	The Grand 14 - Conroe	Conroe, TX
Houston	Tinseltown Movies 17	THE WOODLANDS, TX
Waco-Temple-Bryan	Hollywood USA - CollegeStation	COLLEGE STATION, TX

**April was designated as National 9-1-1 Education Month by Congress in March 2008 in order to educate the public about the importance and appropriate use of 9-1-1.*

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