

FOR IMMEDIATE RELEASE
April 20, 2018



Greater Harris County
9-1-1 Emergency Network

Contact

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

(HOUSTON, TX) **April is National 9-1-1 Education Month**—Greater Harris County 9-1-1 Emergency Network (GHC 9-1-1) announces that, beginning Friday, April 20th movie goers will begin seeing two different 9-1-1 public education messages at 33 movie theaters (location list below) throughout GHC 9-1-1 service area. The commercial will run in theaters through May 17th to remind residents of important messages about 9-1-1:

- 1. 9-1-1 is for Emergencies ONLY**
- 2. Avoid accidental dials to 9-1-1 - “Lock it before you pocket.”**

There are over 12,000 calls placed to 9-1-1 everyday throughout the GHC 9-1-1 service area. Calls to 9-1-1 for non-emergencies such as reports of power or water outages, lost dogs or keys locked in cars can tie up valuable resources for real emergencies. Help save the emergency phone lines for true emergencies.

CLICK HERE TO VIEW THE TWO 15-SECOND “9-1-1 IS FOR EMERGENCIES ONLY” CINEMA COMMERCIALS :

[9-1-1 IS FOR EMERGENCIES ONLY PSA 1](#)

[9-1-1 IS FOR EMERGENCIES ONLY PSA 2](#)

There are hundreds of calls placed every day to 9-1-1 by callers who didn't realize their phone called 9-1-1. These accidental calls to 9-1-1 (also called pocket dials) delay help to REAL emergencies. To avoid accidental calls to 9-1-1, the public is reminded to lock their phone so that it doesn't accidentally call 9-1-1. If a call is placed to 9-1-1, do not hang up—instead tell the 9-1-1 operator there isn't an emergency to avoid being called back.

CLICK HERE TO VIEW THE 15-SECOND ‘LOCKET IT BEFORE YOU POCKET’ CINEMA COMMERCIAL :
[Lock it Before You Pocket PSA](#)

The movie theater spots are scheduled during Month of April as a part of National 9-1-1 Education Month. 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.

This year, marked the 50th anniversary of the first 9-1-1 call placed in Haleyville, Alabama on February 16, 1968. Since that day, 9-1-1 professionals have dutifully served the public as the *first* first responders to emergencies large and small.

GHC 9-1-1 is the largest 9-1-1 system in Texas administering the 9-1-1 telecommunications and technology infrastructure for 49 cities wholly or partially within Harris and Fort Bend Counties. For more information: www.911.org, [GHC 911 Facebook Page](#), [GHC Twitter Page](#)

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**The Commercial Will Be Shown in Movie Theaters throughout parts of Harris and Fort Bend Counties
April 20 – May 17 2018**

Theater Name	Location
Cinema Latino Pasadena	PASADENA, Texas
Cinemark 12 Cypress and XD	CYPRESS, Texas
Cinemark 12 Rosenberg	ROSENBERG, Texas
Cinemark 19 with XD	KATY, Texas
Cinemark Spring-Klein and XD	SPRING, Texas
Deerbrook 24	HUMBLE, Texas
Deerbrook Movie Tavern**	HUMBLE, Texas
Fall Creek 10	Humble, Texas
First Colony 24	SUGAR LAND, Texas
Fountains 18	STAFFORD, Texas
Hollywood Movies 20	PASADENA, Texas
Houston Greenway 24 with RPX	HOUSTON, Texas
Houston Marq*E Stadium 22 plus IMAX	HOUSTON, Texas
Katy Mills 20	KATY, Texas
Liberty Lakes	HOUSTON, Texas
Memorial City	HOUSTON, Texas
Missouri City	MISSOURI CITY, Texas
Regal Grand Parkway 22	RICHMOND, Texas
Regal Lone Star 19 with IMAX	TOMBALL, Texas
Spring 10	SPRING, Texas
Studio 30 Houston	HOUSTON, Texas
Tinseltown - Jacinto City	HOUSTON, Texas
Tinseltown USA 290	HOUSTON, Texas
Vintage Park	HOUSTON, Texas
West Oaks Mall with RPX	HOUSTON, Texas
Willowbrook 24	HOUSTON, Texas
Willowbrook Movie Tavern	HOUSTON, Texas
Baybrook	FRIENDSWOOD, Texas
Cinemark 18 Webster with XD	WEBSTER, Texas
District Theatres	WEBSTER, Texas
Gulf Pointe 30	HOUSTON, Texas
Star Cinema Grill Cypress Theatre	CYPRESS, Texas
Cinemark 13 Silverlake with XD	PEARLAND, Texas