



Chris Parente
Strategic Communications Group
240-485-1082
cparente@gotostrategic.com

FOR IMMEDIATE RELEASE

GovDelivery Supports Government Clients in Massive Outreach Effort in Response to H1N1 (Swine) Flu Outbreak

Government agencies send more than six million messages through GovDelivery

St. Paul, MN — May 4, 2009 – In an effort to reach the public with vital information regarding the H1N1 flu outbreak, government agencies are sending millions of official updates through GovDelivery’s digital communication platform.

The majority of key federal health agencies are included in the more than 300 local, state and federal government entities using GovDelivery email and digital subscription management to manage outbound communication with the public.

For example, the Centers for Disease Control and Prevention (CDC) (<http://www.cdc.gov/h1n1flu/>) and the U.S. Department of Health and Human Services (HHS) (<http://www.pandemicflu.gov/>) offer email updates so that individuals can sign up to receive automatic updates when new information is made available on the flu outbreak.

Health agencies are also using GovDelivery’s newest Web 2.0 capabilities to reach the public during this flu outbreak. HHS used GovDelivery’s recently released [Information Sharing Widgets](#) feature to launch the [PandemicFlu.gov](#) News widget which streams real-time flu outbreak information and can be easily added to other government, news or social media sites.

Many federal and state health agencies have also deployed GovDelivery’s ‘[Share This Email](#)’ feature which allows any recipient of a government email to repost the email content to social media websites such as [Facebook](#) and [Twitter](#) with minimal effort.

“When faced with a potentially significant public health issue, it is critical for government agencies to be the primary source of official information,” said Scott Burns, co-founder and CEO of GovDelivery. “We are privileged to play a role in helping our clients reach the public through email, text alerts and social media channels.”

Email and wireless subscription updates and new GovDelivery capabilities such as Information Sharing Widget and [Share This Email](#) are enabling government agencies to reach more people with important flu information:

- Between 13,000 and 20,000 citizens registered for email and wireless updates from the CDC every day during the first week of the flu outbreak. By comparison, between 400 and 600 citizens register on for CDC updates on a typical day.
- More than 250 distinct H1N1 (swine) flu email and wireless messages have been sent by GovDelivery's government clients to more than six million recipients.
- More than 50 different government bodies using GovDelivery have sent updates on the flu outbreak including San Diego (Calif.) County, the City of Saint Paul (MN), Federal Emergency Management Agency, CDC, Food and Drug Administration, National Institutes of Health and state health departments in Texas, Minnesota, Nebraska and Oregon.

The PandemicFlu.gov News widget deployed using GovDelivery technology has seen wide distribution on news and government websites including [Military Health System](#) and DisabilityInfo.gov.

Others that have posted the widget include:

- [WCSH6.com](#) in Portland, Maine
- [San Diego County](#)
- [Gartner](#)

To receive email updates on H1N1 flu, visit <http://www.cdc.gov/emailupdates/index.html> to sign up. GovDelivery clients are encouraged to review GovDelivery's recommended actions to get official H1N1 flu information out quickly and efficiently by visiting: <http://www.govdelivery.com/csblog/articles/51/important-recommended-actions-to-get-h1n1-swine-flu-information-out>

About GovDelivery

GovDelivery is the world's leading provider of government-to-citizen communication solutions. GovDelivery's digital subscription management solution provides organizations with a fully-automated, on-demand public communication system. Organizations using GovDelivery provide citizens with better service and access to relevant information by proactively delivering new information through email, text alerts and RSS. Clients include the U.S. Departments of Defense, State, Labor, Transportation, Treasury, Homeland Security, Health and Human Services, States of California and Indiana, cities of Washington, D.C., and Minneapolis and hundreds of other organizations across the public sector. For more information, visit www.govdelivery.com.

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