



FOR IMMEDIATE RELEASE

JUNE 15, 2026

Contact: Irma Chapa, Director of Communications/ C: 956-995-2815/ E: ichapa@mcallen.net

McAllen Enhances Emergency Preparedness with Launch of Everbridge Emergency Alert System

New system will deliver real-time emergency and public safety alerts to residents

The City of McAllen has launched a new emergency notification system powered by Everbridge, designed to provide residents with timely and important public safety information directly to phones, email, and other devices.

The system delivers real-time emergency alerts, including weather, traffic, public safety incidents, evacuations, and other major disruptions, and will use only timely, relevant messages to avoid unnecessary notifications.

The rollout reflects the City of McAllen's continued commitment to strengthening communications, emergency preparedness, and community safety. "In moments that matter most, residents should be able to count on receiving timely and reliable information from their city," said Mayor Javier Villalobos. "This system strengthens that connection and helps us better serve our residents during emergencies and major events."

Residents will be able to customize alerts, including text, email, phone calls, or a mobile app, and can easily enroll by texting the keyword "McAllen" to 888777. The process takes less than 15 seconds to register through text. Registration will be simple and free for all residents, although message and data rates may apply from individual service providers. Participation is strongly encouraged to ensure timely and accurate information during emergencies.

"One of the biggest advantages of this platform is its flexibility and ease of use for residents," said City Manager Isaac J. Tawil. "People can choose how they want to receive alerts, making it easier to stay informed in a way that fits their daily lives."

The City encourages residents to stay connected through official social media platforms for updates as well. For more on registering, visit: <https://mcallen.net/departments/emergency>

###

About the City of McAllen

Founded in 1904 and incorporated in 1911, the City of McAllen has grown from a small agricultural community into one of the most vibrant and fastest growing cities along the U.S.-Mexico border. Known as the City of Palms, McAllen serves as a hub for international trade, retail, tourism and culture in the Rio Grande Valley.

Today, the city employs more than 2,600 public servants across 41 departments, delivering essential services to a community of more than 150,000 residents. City leadership remains committed to transparent governance, fiscal responsibility and enhancing quality of life through innovation, infrastructure and community engagement. For more information, visit www.mcallen.net