



***We request that you please share your final release
With prteam@what3words.com before announcing publicly***

Three words that could save a life:

[Insert county / service name] roll out what3words location technology in a revolutionary move to help them locate people faster in an emergency

- Emergency control rooms and responders in [insert county, state] are starting to use groundbreaking location technology what3words to locate 9-1-1 callers faster
- what3words has divided the world into a grid of 10ft x 10ft squares and given each square a unique what3words address. [For example, [///narrate.optical.carry](#) will take you to Arizona's Horseshoe Bend overlook of the Colorado River.]

[City, State], MONTH DAY 2021, 00:00 (Time zone): The [Insert appropriate name for service control room/public safety answering point] for the [insert county/area] of [insert state], have started to adopt the innovative location technology what3words, following the successful use of the system by emergency control teams across the globe. To find individuals more easily in an emergency, [Insert appropriate name for service control room/public safety answering point] in [insert county] is encouraging members of the public to download the free app and be ready to provide their what3words address in an emergency.

what3words is an easy way to talk about location. Every 10ft square in the world has been given a unique combination of three words: a what3words address. [For example, [///\[insert w3w address\]](#) will take you to [insert local example]]. Members of the public can download the free what3words app for [iOS](#) and [Android](#) or use the [online map](#). The app works offline making it ideal for use in remote areas that might have a poor internet connection, such as state parks and lakes that are enjoyed by hikers, tourists and lovers of the great outdoors alike. Every 10ft square in the world has a what3words address, and they are available in 60 languages to date.

what3words has been used by emergency response teams across the globe to locate people needing help. Using what3words addresses gives callers a simple way to describe precisely where help is needed and allows emergency response crews to get resources straight to the scene. It has helped to rescue people from a range of incidents including locating victims of rural road accidents, people trapped in flood waters, kidnap victims and critically injured hikers and cyclists.

Emergencies can happen anywhere, from an accident along an unmarked stretch of road to an incident at a specific building entrance or industrial area. In an emergency situation, identifying precisely where help is needed is critical in order to get resources to the scene quickly. However, this can be near impossible for a caller to do if they get into trouble in an area with no address, no memorable landmark or an address that simply isn't good enough to accurately describe where they are.

In these moments, emergency services are forced to waste precious time and resources trying to locate the person in need of help. At best, this can be frustrating, and at worst waste crucial minutes that are the difference between life and death. Prior to using what3words, heavy resources would have to be dispatched - such as a large search and rescue team - in order to locate the incident.

Now, in an emergency where a location is difficult to describe, 9-1-1 callers can give their what3words address from the what3words app. People who do not have the app installed will be sent a link by the [Insert appropriate name for service control room/public safety answering point/call operator] to a [mobile version of the site](#), which

they can open in a mobile browser and read the three words on their screen to the 9-1-1 call operator. All the app requires to display your what3words address is a GPS signal. These three words can then be used by the [insert force name] control room to identify the precise location and direct resource to exactly where it is required.

[insert name + job title] at [insert name of organisation] commented ‘

Chris Sheldrick, CEO of what3words says ‘Every day, people all around the world struggle to communicate their location to emergency services. This leads to crucial minutes and sometimes hours lost when trying to save lives. It’s exciting to hear that the [insert force/region] Emergency Service control room is starting to use what3words and we are looking forward to working with them as they embrace new technologies, like ours, to help cut response times and in some cases, save lives.’

Individuals are using the what3words app to navigate the world more easily and to meet friends in places without addresses such as parks, beaches or specific entrances to large shopping malls. what3words addresses are being used by running clubs, hikers, sailors, and by hotels to guide guests to their entrance without complicated written directions.

As well as being potentially life-saving for people who find themselves in an emergency situation, millions of what3words addresses are in use around the world, with thousands of businesses using them to save money, be more efficient and provide a better customer experience. Partners include Jaguar Land Rover, Mitsubishi, Subaru, Lamborghini, DPD, VinFast, Aramex, DHL, DPD, Boohoo and many more around the world.

- ENDS -

what3words US Press kit - [here](#)

For all media enquiries contact prteam@what3words.com

Notes to editor

About what3words

Please find the latest what3words boilerplate [here](#) to copy and paste below.