

Please share with prteam@what3words.com for approval before publication

Three words that could save a life:

[Emergency Organisation] rolls out what3words location technology

- **[Emergency service name]** has announced the rollout of innovative location technology what3words
- what3words has divided the world into 3 metre squares and given each square a unique combination of three words: a what3words address. For example [///tower.defeat.land](#) will take you a precise 3 metre square at the top of Parliament Hill, London
- what3words has become a trusted tool in the global emergency toolkit, with over 85% of the UK's emergency services using the technology to save time, resources, and in some cases, lives

[City][Date]: **[Emergency Service name]** has announced the rollout of innovative location technology what3words. **[Emergency service name]** is adding what3words to its toolkit to help pinpoint 999 callers' exact locations, and ensure resources can be dispatched directly to the scene.

'Where's the emergency?' is one of the first questions you are asked when calling 999 but describing exactly where help is needed can be challenging and stressful - particularly if you're in an unfamiliar or unaddressed area. Postcodes can cover large areas, and duplicate street names exist – for example, there are 14 "Church Roads" in London alone. In vast, rural locations such as farms, forests and beaches, it can be even more challenging to describe exactly where you are, making it more difficult for first responders to locate people in need.

what3words provides a simple solution. It has divided the world into a grid of 3m x 3m squares, and given each square a unique combination of three words: a what3words address. Now every front gate, side door, apartment complex entrance and point along an unmarked path has its own what3words address. For example, [\[///word.word.word\]](#) will take you to **[insert local example]**. A three word address gives callers a simple way to communicate the precise location of where help is needed.

The app is free to download for both [iOS](#) and [Android](#) devices, and works offline, making it ideal for use in areas with unreliable data connection, such as beaches, parks and campsites. what3words can also be used via the online map at what3words.com. It's available in over 60 languages to date, including Welsh, and can be used anywhere in the world.

While not intended as a replacement for the traditional 'must-pack' equipment, what3words has proved to be an invaluable addition to the global emergency response toolkit, helping to save both time and resources. As well as a what3words address, call handlers are trained to gather as much information as possible to identify the location of an incident, including road names, landmarks, and more.

[Reach out for a quote from what3words]: prteam@what3words.com

- ENDS -

For all media enquiries contact prteam@what3words.com

About what3words

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