



Key Messaging for Issuing Test Alert - May 8, 2019

A test of the Alert Ready system will be conducted on TV, radio and compatible wireless devices on May 8, 2019. Please see the chart below for test time in each province and territory in the country.

Primary key messages

- We want to better educate Canadians about Alert Ready and how it works on TV, radio and wireless. Alert Ready is designed to deliver critical and potentially life-saving alerts to Canadians. Test alerts educate Canadians on what an emergency alert will look and sound like in the event of a life-threatening situation.
- The test alert will be distributed on TV, Radio and wireless. However, not all Canadians will receive the test alert on their mobile device. This may occur for a variety of reasons; device compatibility, connection to an LTE network, cell tower coverage and device software and settings.
- Since April 2018, more than 100 emergency alert messages have been successfully transmitted. These alerts have been credited with saving lives, *[Partners can refer to examples which are applicable to their province]*.
- Testing of all components across the country is an important and necessary part of any public alerting system. It provides an opportunity to validate and improve the end to end performance and reliability of the system to ensure it operates as it is intended on TV, radio and wireless in the event of a life-threatening situation.

Supporting key messages

- The Alert Ready system was developed with many partners including federal, provincial, territorial government agencies, Environment and Climate Change Canada, Pelmorex, the broadcasting industry and wireless service providers. With a system that is comprised of many partners, each has a unique and important role in the Alert Ready process.
- An SMS text message will be sent by wireless service providers to notify their subscribers of the upcoming May 8th test. Receipt of the message does not mean the device is compatible to receive wireless emergency alerts.
- The objective of Alert Ready is to ensure Canadians are aware of a potentially life-threatening situation. In addition to wireless, alerts will be available on TV and radio. Distributing alerts on multiple platforms helps ensure you receive this important information directly, or are near someone else who has. **You do not have the option to opt-out of this essential life-saving service.**
- The CRTC requires that all devices sold by wireless service providers after April 6, 2019 in Canada need to be WPA compatible to receive emergency alerts. As more of these devices are purchased, more Canadians will be able to receive emergency alerts on their wireless device.
- Canadians can obtain more information at Alertready.ca.



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Alert Ready Test Times - May 8, 2019	
Province/Territory	Test Time
Alberta	1:55 PM MDT
British Columbia	1:55 PM PDT
Manitoba	1:55 PM CDT
New Brunswick	10:55 AM ADT
Newfoundland & Labrador	10:55 AM NDT (10:25 AM ADT in Labrador)
Northwest Territories	1:55 PM MDT
Nova Scotia	1:55 PM ADT
Nunavut	1:55 PM EDT
Ontario	2:55 PM EDT
Prince Edward Island	12:55 PM ADT
Quebec	1:55 PM EDT
Saskatchewan	1:55 PM CST
Yukon	1:55 PM PDT