

NEWS RELEASE FOR e-CYREN.com
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FOR RELEASE IMMEDIATELY

PRONUNCIATION: e-CYREN = Eee-siren

FREE WEBSITE CENTRALIZES FAMILY EMERGENCY INFORMATION

ROCHESTER HILLS, MI (December 8, 2009) In almost any emergency, families who have stored their information on the free online database, e-CYREN.com, can access their data or easily share it with doctors, police and rescue workers.

The application lets parents or people who care for older adults enter or update critical information once, then share it with the myriad caregivers they inevitably encounter, such as schools, daycare centers, nursing homes, athletic teams and clubs. They can print a copy of the State of Michigan Child Information Record for any institution that requires it, or a custom e-CYREN form containing all relevant information, to hand to new caregivers.

e-CYREN also helps families connect during a disaster. The family evacuation plan identifies and prioritizes the locations where family members will assemble. People can use the application to send messages to some or all family members in the system.

e-CYREN was created by entrepreneur Carole Y. Johnson and founder of CYJ Enterprises, LLC of Rochester Hills, who took her inspiration from the aftermath of Hurricane Katrina.

"I saw kids being separated from their parents and unable to connect," she said. "My research revealed that day care centers and schools often have valuable information that could be used in an emergency. I wanted to create a tool that would integrate into an organization's routine business practice and make this valuable information available to others in case of emergencies." She saw the opportunity to apply her years of experience as an informational technology specialist to solve a social problem.

Johnson described scenarios demonstrating the value of the e-CYREN site:

- When someone different arrives at daycare to pick up a child, managers can confirm their identity by looking at the photos in the custom information form.
- Parents can send the information along when their children sleep over at a friend's home.
- When a senior's medical condition or prescription changes, the caretaker only has to change the information once.
- Family members can decide in advance where they will convene after a natural disaster.

Johnson is developing a version of e-CYREN for use by schools, elder care centers and other institutions, enabling them to notify parents and caretakers via email or text, individually or as a group.

- Administrators will have more information, and will be sure it's current
- If a school or daycare center is evacuated, administrators could activate a notification by phone or computer
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CYJ Enterprises also trains day care centers about what to do in an evacuation. Their "Beyond the Fire Drill" workshops are based on recommendations from U.S. Homeland Security, the Federal Emergency Management Agency (FEMA) and the [National Association of Child Care Resource and Referral Agencies](#).

"Schools practice fire drills on a sunny day, and they're out of the school for a few minutes," Johnson said. "But in a real emergency, if they couldn't return to the building, how will they notify parents? Some administrators wrongly think the fire department will help them transport the children out of harm's way."

In December, Johnson will graduate from the Tech Town Smart Start incubator program at Wayne State University in Detroit. They provide entrepreneurial start-ups with two years of mentoring, technical services and financing.

CYJ Enterprises, LLC, located in Detroit Michigan is a software technology firm created to connect people with innovative solutions. CYJ's flagship product, e-CYREN for Families, is a web based electronic gateway to essential information to be utilized before, during, or after an emergency. e-CYREN provides a means for families to maintain an online repository of emergency contact, photos, and vital medical information. For more information, visit www.ecyren.com

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