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**COLLEGE SAFETY APP UMERGENCY TO EXHIBIT AT NASPA'S ANNUAL CONFERENCE**

Pacific Palisades, Calif., February 28, 2018 – **Umergency™**, the popular app that helps college students and their families navigate through any emergency, health or safety situation, will be exhibiting at NASPA's 100th anniversary annual conference, March 5-6, 2018 (Booth #455), being held at the Pennsylvania Convention Center (1101 Arch Street, Philadelphia, PA 19107).

NASPA's annual conference is a global gathering of student affairs professionals passionate about important higher education issues. The largest of its kind, this year's conference will have more than 5,000 student affairs educators attending, plus host over 500 educational sessions.

Umergency is available at a time when more than 20 percent of college-aged individuals – approximately 4 million – end up in the emergency room each year, with 700,000 college students becoming seriously injured from alcohol-related accidents. \*

Free for students and available for download on both Android and iOS devices, Umergency offers a variety of accessible on- and off-campus resources, including an Urgent Alert beacon that notifies trusted contacts when immediate help is needed, along with the student's GPS location.

"We know that campus safety is a top priority among student affairs professionals at colleges and universities," said Gail Schenbaum, co-founder of Umergency. "We believe Umergency provides an all-in-one solution for students and their families, so they are prepared for any crisis, health or safety situation."

**About NASPA**

NASPA, now known as Student Affairs Administrators in Higher Education, is the leading association for the advancement, health, and sustainability of the student affairs profession. Its work provides high-quality professional development, advocacy, and research for 15,000 members in all 50 states, 25 countries, and 8 U.S. territories. To learn more, visit: <http://www.naspa.org>.

**About Umergency™**

Umergency is an emergency, health and safety app designed for college students and their families. The local and on-campus information comes pre-populated and is specific to each student's campus, while the user-entered data is unique to each student and allows them to decide what to share and with whom. An Urgent Alert beacon notifies trusted contacts when immediate help is needed, along with the student's GPS location. Additional features include the ability to upload and share a secure copy of the student's health insurance card, and a digital medical consent form which can allow the student's trusted friends and family to speak with medical personnel. Learn more about the app by visiting [www.umergencyapp.com](http://www.umergencyapp.com) or follow on Facebook [@Umergency](#), Twitter [@Umergency](#) and Instagram [@Umergency](#).

*\* National Institute on Alcohol Abuse and Alcoholism, Centers for Disease Control & Prevention, The National Center for Education Statistics (NCES)*