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**COLLEGE SAFETY APP UMERGENCY WINS MEDIA EXCELLENCE AWARD
FOR HEALTH TECHNOLOGIES**

Pacific Palisades, Calif., January 29, 2018 – [Umergency™](#), the popular app that connects college students and their families during any emergency, health or safety situation, was awarded top honors for Excellence in Health Technologies at the 10th annual [Media Excellence Awards](#), held earlier this week at the Laemmle Theater in Beverly Hills, Calif.

The Media Excellence Awards recognizes organizations that have truly set the bar of achievement and quality in their respective fields, honoring innovation and leadership in mobile technology and entertainment, from content creation to delivery.

“We feel it’s important that the industry recognizes the companies and individuals who have strived to create, innovate and lead the way in building the global technology economy,” said Sarah Miller, CEO of Axis PR & Entertainment and executive producer, Media Excellence Awards. “We are very excited to be celebrating our 10th year anniversary of innovation and leadership with the people who have been instrumental in shaping the future of media.”

Criteria used for presenting Umergency with its Excellence in Health Technologies award include the strategic initiative of the app, the impact of the technology, and creativity. Umergency was recognized for new technology that best improves the quality, efficacy, and cost-effectiveness of prevention, diagnosis, treatment and care in health and medicine.

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.

“It’s an honor to be recognized by the Media Excellence Awards as students and parents using our app can benefit from our secure technology during any emergency,” said Gail Schenbaum, co-founder of Umergency, whose harrowing real-life experience with her daughter was the impetus for creating the app. “Anything can happen while students are away at college. We provide families all the tools necessary at their fingertips that not only gives parents peace of mind, but prepares them and their kids for any safety or health situation.”

(more)

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About the Media Excellence Awards

The Media Excellence Awards (MEA) is a prestigious globally recognized award program that recognizes and honors leadership and innovation at the highest levels of achievement. The MEA is an established annual award program that recognizes execution of corporate approach, consumer services, consumer experiences, content creation, and marketing devices, revenue generators and more for the mobile, multi-media technology, and entertainment industry. For more information, please visit www.mediaxawards.com

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 or follow on Facebook [@Umergency](https://www.facebook.com/Umergency), Twitter [@Umergency](https://twitter.com/Umergency) and Instagram [@Umergency](https://www.instagram.com/Umergency).

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

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