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UMERGENCY'S GAIL SCHENBAUM TO SPEAK AT MOBILE MARKETING ASSOCIATION CONFERENCE IN NEW YORK CITY

Pacific Palisades, Calif., March 26, 2018 – Gail Schenbaum, co-founder of Umergency™, the popular app for college students and their families that provides all the resources to navigate through any emergency, health, or safety situation, will be a speaker at the Mobile Marketing Association's Impact NY conference April 10-11, 2018, being held at Convene (117 West 46th Street, New York, NY).

Schenbaum will be joined by two other CEOs, Komal Ahmad of Copia and Viveka Hulyalkar of Beam, in a rapid-fire session that will feature these three social entrepreneurs discussing how their apps are tackling bigger public issues and shaping the future of mobile technology.

The session, "How Mobile Apps are Changing the World," will occur from 10:10 a.m. – 10:50 a.m. on Wednesday, April 11.

About the Mobile Marketing Association

The MMA is the world's leading global non-profit trade association comprised of more than 800 member companies, from nearly fifty countries around the world. MMA Member companies hail from every faction of the mobile media ecosystem. Our consortium includes brand marketers, agencies, enabling technologies, media companies and others. The MMA's mission is to accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement.

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, Twitter @Umergency and Instagram @Umergency.

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