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ZETA BETA TAU FRATERNITY ADVOCATES FOR CAMPUS SAFTETY WITH UMERGENCY™
Urges Members to Download Popular App for College Families

Pacific Palisades, Calif., December 5, 2018 – Zeta Beta Tau (ZBT) Fraternity, with 90 chapters nationwide, is telling members to download the Umergency app because of its unique and all-inclusive safety features that benefit college students and their families.

ZBT has long promoted creating safe campus environments and was one of the first fraternities to abolish pledging.

"Health and safety are a top priority of ZBT and we are committed to having the best experience possible for all brothers and their families," said Laurence A. Bolotin, Zeta Beta Tau's chief executive officer. "Umergency is a great resource providing students with the ability and confidence to handle emergent situations while giving parents peace of mind."

Umergency connects students with a variety of off- and on-campus resources customized to each college or university. The app's Urgent Alert beacon notifies trusted contacts in the event of an emergency and an "I am safe" button when the student is okay. Other features include the ability to upload insurance cards, as well as signed medical consent forms. Available for download in the App Store and Google Play, Umergency is free for students. Parents, family members and other non-student users can subscribe for only $9.99/year or $19.99 for lifetime access.

"My life was deeply impacted by Zeta Beta Tau and am honored by its [ZBT] acknowledgement of Umergency as one of the best ways to prepare students for the unexpected turns of college life," said Barry Schenbaum, ZBT alumnus and co-founder of Umergency. "ZBT's advocacy for safety aligns well with Umergency's core values of helping improve campus safety nationwide."

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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