

Campus Safety Coalition and POM Safe Announce Partnership: Safety Boost to Benefit the University of Minnesota

MINNEAPOLIS, MINN., Aug. 21, 2023 — POM Safe, the safety device that gives you peace of mind, has entered into a first-of-its-kind partnership with Campus Safety Coalition, a Minnesota-based 501(c)(3) non-profit, to offer POM devices at a discounted price to University of Minnesota students and employees.

“As the father of a Golden Gopher, I can’t think of a better safety partner than POM,” said Brian Peck, President of Campus Safety Coalition (CSC). “Our priority is making college campuses safer, and we know the solution to campus safety needs to be holistic.”

CSC chose POM as its device because of its holistic approach to safety. The device doesn’t simply call for help at the press of a button—it has features to deter and de-escalate, like fake phone calls to provide cover for escaping an uncomfortable situation, a virtual walking buddy that will send an alert if you don’t reach your destination by a certain time, and the ability to auto-text with just a single button.



The partnership, which operates independently of the University of Minnesota, will offer POM devices to UMN students and employees at an exclusive, discounted price through Sept. 15.

“I started POM in response to an act of violence on a college campus,” said POM Safe founder and CEO AJ Leahy. “College students deserve to study and enjoy life without fear, and this partnership is the perfect way to further our mission to bring peace of mind to everyone.”

CSC is participating in a number of events to welcome new students throughout the semester, including a tailgate for the first home football game of the season at Huntington Bank Stadium on Aug. 31. POM Safe will be on hand at the tailgate with devices available for discounted purchase and to answer any questions.

The University of Minnesota is the first beneficiary of this partnership, but it won't be the last—CSC is looking to expand to other campuses. "This is just the beginning," Peck said.

About POM Safe: POM Safe is the go-to safety device for college students, healthcare workers, and everyone trying to live life to the fullest. We may not be able to eradicate violence, but we can give people the tools to live a fear-free life. POM Safe combines a physical device with an app that bypasses the need to get your phone out and call 911.

Our device allows people to deter, de-escalate, and dispatch help with just a tap. It instantly and discreetly connects people with the help they need, when and where they need it.

It's also much more than a simple tool to connect people with first responders—we believe in deterrence and de-escalation, and have designed the POM Safe with these outcomes in mind. Users in a potentially violent situation can deter or de-escalate by sending a fake phone call to their phone or opening a one-way voice call. And, in the event of an emergency, help is just a button tap away.

POM Safe has been featured in: Crain's New York Business, ABC News, Fox News, NBC, CNN, and Education Dive.

Clients include: RWJ Barnabas Health, Penn Medicine, Boston Medical Center, Cape Cod Healthcare, Healthfirst, Creighton University, Howard University, Loyola University, and many others.

About Campus Safety Coalition: We are a 501(c)(3) non-profit organization whose goal is to create safer university and college campuses throughout the United States for all stakeholders; including students, employees, and the surrounding neighborhoods. We encourage safety, accountability, and action.

Contacts:

Jonas Fortenberry
VP of Sales & Marketing, POM Safe
jonas.fortenberry@getthepom.com

Brian Peck
President, Campus Safety Coalition
bpeck@campussafetycoalition.org