



## RapidSOS and ASA partner to provide America's seniors with unprecedented security and connectivity

- 240 million<sup>1</sup> 9-1-1 calls are made every year in the U.S.; over 70%<sup>2</sup> are from mobile phones, which fail to provide exact location to emergency dispatchers
- 19.6 million<sup>3</sup> emergency department visits in U.S. were made by persons aged 65 and over
- Haven represents a transformation in access to emergency services – from a phone call solely dependent on voice to a robust data connection for voice, text, medical/demographic data

### **FOR IMMEDIATE RELEASE - Bradenton, FL (July 14, 2016).**

The American Seniors Association (ASA) today announced a partnership with [RapidSOS](#), an emergency technology start-up revolutionizing personal safety and family connectivity. The partnership will offer access to the RapidSOS Haven smartphone app at a reduced price, providing individuals with enhanced access to emergency services. Haven sends important data to 9-1-1 to aid in fast emergency response and better situational awareness for first responders.

Working together, RapidSOS and ASA will support America's seniors by providing peace of mind that emergency help is one touch away when they need it. With one tap on Haven, the app connects the user with the nearest dispatch center anywhere in the contiguous U.S., while providing a voice connection and a data pipeline to 9-1-1, to transmit:

- GPS location
- Type of emergency
- Relevant medical and demographic data
- Text messages: Haven speaks the text message if the dispatch center does not have the capability to receive texts. Currently works one-way (user to 9-1-1); two-way coming in future

Haven helps encourage seniors' independent lives by eliminating the worry of how to reach emergency help in unfamiliar places or dangerous situations. Even if a user doesn't know their exact location or can't speak, Haven helps them communicate with emergency personnel. Haven also keeps families and friends better connected by notifying emergency contacts after an alert has been triggered.

"RapidSOS is thrilled to partner with the American Seniors Association," said RapidSOS co-founder and CEO Michael Martin. "America's seniors deserve to be confident that they can reach emergency services quickly and reliably wherever they are, and our technology provides exactly that."

The Haven app also includes access to RapidSOS' Family Connect feature. For the first time, people can call 9-1-1 on behalf of a loved one, transmitting their loved one's location and relevant data directly to the dispatch center closest to them. Additionally, Family Connect allows users to share their location with loved ones, see family members' real-time locations without the distraction of a phone call or text, and

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<sup>1</sup> National Emergency Number Association. <http://www.nena.org/?page=911Statistics>

<sup>2</sup> National 911 Program. *Review of Nationwide 911 Data Collection*. <http://www.911.gov/pdf/current911datacollection-072613.pdf>

<sup>3</sup> National Hospital Ambulatory Medical Care Survey, 2009–2010. <http://www.cdc.gov/nchs/data/databriefs/db130.htm>

easily ask family and friends for help. A user can choose who can see their location and when it is shared, ensuring privacy and control.

“We believe in technology that supports America’s seniors to live the active and independent lives they choose,” said Paul Cornell, CEO of ASA. “RapidSOS’ technology enhances personal security and provides a sense of wellbeing.”

RapidSOS is offering Haven at a 20% discount to those associated with ASA when they sign up [here](#). The Haven app is available for iPhone and Android devices and works anywhere across the contiguous U.S. and Hawaii, with one touch emergency calling in over 250 countries and jurisdictional territories. For more information about RapidSOS and the Haven app, visit [www.rapidsos.com](http://www.rapidsos.com).

### **About RapidSOS**

RapidSOS was formed in 2012 by a team of M.I.T., Harvard, and Stanford grad students who had personal experiences with the challenges of the existing emergency communication infrastructure. Working closely with the 9-1-1 community, tech and telecom companies, and leading investors, RapidSOS is developing technology to predict and preempt emergencies before they occur, dynamically warn people in harm’s way, and ensure that first responders are one touch away globally. Learn more at [www.RapidSOS.com](http://www.RapidSOS.com)

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### **About American Seniors Association**

The American Seniors Association (ASA) is a conservative oriented membership organization that offers a large variety of discounted products and services to its members throughout the United States. These services and products are offered by national and global partners such as RAPIDSOS, Liberty Mutual Insurance, LifeLock, Avis and Hertz Car Rentals, Wyndham hotel Group and many others. Please visit [www.americanseniors.org](http://www.americanseniors.org) for additional information or to become a member.

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