



PRESS RELEASE

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CriticalArc Expands U.S. Presence to Meet Growing Demand for SafeZone Solution

Emilie Gunn appointed to Marketing Communications Manager

DENVER, COLORADO, JANUARY 10, 2024– CriticalArc, a leading provider of safety, emergency management, and wellbeing solutions, today announced the expansion of its marketing and communications efforts across the United States. This move comes in response to the growing demand for the company's SafeZone platform, particularly among university police departments.

In today's competitive higher education landscape, safety is a top priority for students and their families. SafeZone empowers universities to create safer, more welcoming, and appealing environments, which can give them a significant edge in attracting and retaining students. Seeing a surge of interest in SafeZone from universities across the country, CriticalArc has decided to expand its U.S. team to meet the needs of its proliferating market.

To support its U.S. growth, CriticalArc has appointed Emilie Gunn as Marketing Communications Manager. Gunn brings a wealth of experience in developing and executing successful marketing and communications strategies.

"I'm thrilled to be joining CriticalArc at such a pivotal time," said Gunn. "SafeZone is a truly innovative solution that is making a real difference in the lives of students and faculty. I'm excited to help share CriticalArc's story and showcase the power of SafeZone to universities across the country."

CriticalArc's expansion into the U.S. market is a clear indication of the growing demand for its innovative safety solutions. With SafeZone, universities can create safer campuses, improve the well-being of their students and staff, and protect their reputations.

For more information on CriticalArc and SafeZone go to www.criticalarc.com or email marketing@criticalarc.com.

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About CriticalArc

CriticalArc provides [SafeZone®](#), the unified safety, security and emergency management solution that helps large organizations keep their people safe and respond more effectively to critical incidents so they can fulfil their duty of care and mitigate risks. SafeZone fundamentally transforms the ability to manage personal safety, security, and emergency situations so organizations can respond faster and more effectively to protect their most important asset, their people. Through real-time visualization, communications, and response coordination, SafeZone streamlines operations, is easy to use and quick to deploy. For more information on CriticalArc and SafeZone, please go to www.criticalarc.com, email marketing@criticalarc.com or call +1-800-985-9402.

Social Media Links:

LinkedIn: <https://www.linkedin.com/company/criticalarc>

Twitter: @CriticalArc

Facebook: <https://www.facebook.com/safezoneapp>