



COPPER MOUNTAIN COLLEGE

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**FOR IMMEDIATE RELEASE**

**WELLS FARGO SUPPORTS ALERTU FOR COPPER MOUNTAIN COLLEGE EMERGENCY ALERT SYSTEM**

JOSHUA TREE, Ca– The Copper Mountain College Foundation announced today that Wells Fargo will sponsor the cost of the college's new AlertU emergency notification system.

In August, Copper Mountain College announced the activation of AlertU, an emergency alert notification system that enables the college to send critical text updates to students, faculty and staff during a campus emergency. With AlertU, school administrators can send text alerts to subscribers' mobile devices that communicate critical, potentially life-saving information in real-time.

Martha Jimenez, community banking district manager for Wells Fargo in Coachella Valley said, "Wells Fargo is proud to support Copper Mountain College and congratulates them for providing such an important emergency alert service to the college community. We hope this program will allow for the faculty, staff and students to put more resources into education instead of focusing on safety issues."

"Finding new ways to keep our students and employees safe is always a top priority. AlertU is another tool to help us stay informed and connected, and we are grateful to Wells Fargo for keeping this system available," said Dr. Roger Wagner, the Superintendent/President of CMC.

AlertU is an easy-to-use, web-based emergency text alert system designed by Waterfall Mobile for enterprises, institutions and school campus communities. There are no fees to subscribers for enrolling in the service however standard text message rates apply.

AlertU is available to the entire Copper Mountain College campus community including students, faculty, and staff, as well as friends and family. To subscribe and receive Copper Mountain College text alerts, please text **CMC** to **253788 (ALERTU)** and reply **Y** to confirm. Sign up can also be completed online through the homepage widget on the school website, [www.cmccd.edu](http://www.cmccd.edu).

Wells Fargo & Company is a diversified financial services company with \$609 billion in assets, providing banking, insurance, investments, mortgage and consumer finance services via the internet ([www.wellsfargo.com](http://www.wellsfargo.com)), as well as through almost 6,000 stores across North America and worldwide. Wells Fargo Bank, N.A. is the only bank in the U.S., and one of only two banks in the world, to have the highest possible credit rating from both Moody's Investors Service ("Aaa") and Standard & Poor's Ratings Services ("AAA").

For more information regarding AlertU, contact the college at 760-366-3791 extension 5442. For general information regarding Copper Mountain College, visit us at [www.cmccd.edu](http://www.cmccd.edu). If you would like to support a program at Copper Mountain College, please contact the Foundation at 760-366-3791 extension 4200, or visit us online at [www.theCMCF.org](http://www.theCMCF.org).