

## **Florida YMCA Chooses TEGA's URClients Mobile Marketing Software**

Irvine, California – April 8, 2011- TEGA Technologies today announced that the four branches of the Manatee YMCA have chosen its URClients integrated text, email and voice mobile marketing software.

With branches in Lakewood Ranch, South Manatee, Parrish and Bradenton, Florida, the Manatee YMCA recognizes that its members never leave home without their cell phones and that it's a necessity to communicate with its members in the most effective way possible.

TEGA's totally integrated text, email and voice mobile marketing software will enable the YMCA to deliver fully automated text, email and voice messages to its members in the way that members today consider to be the most appropriate method of communication for notifications about program schedules, registration reminders, special events and campaign fundraising.

TEGA Technologies revolutionized the mobile marketing industry with URClients, the world's first totally integrated text, email and voice marketing software. Based in Irvine, California, TEGA leads the mobile marketing industry in innovation by automating on demand marketing campaigns based on specific customer interests for most industry verticals including hospitality, retail, non-profit, automotive, gaming, wellness and leisure.

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