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Theta Phi Alpha Introduces Text Messaging Service for Chapter Presidents

Bay Village, Ohio (July, 2009) — Theta Phi Alpha National Fraternity has launched a new method of communicating with chapter presidents—text messaging. “TPA introduces txt msging to Chptr Pres.” Utilizing current technology with the need to share information nationally, text messaging offers the Fraternity a chance to reach out to its collegiate members in a way that is quick, easy and familiar.

Theta Phi Alpha introduced the text messaging service this July, to enhance communications with its collegiate chapters. The service, provided by Trumpia (<http://trumpia.com>), will allow Theta Phi Alpha to send short text messages to all chapters at once. Replies to the sender are sent to the sender’s email address.

“It is important for us as a national organization to stay connected with our members. Since collegians use texting as a main form of communications, our Fraternity felt it was time to join with our fellow sisters. We’ll be able to provide news about the Fraternity and send pertinent messages, literally at the ease of our fingertips,” said Jennifer Kreiman, National Vice President-Collegians for Theta Phi Alpha.

Theta Phi Alpha plans to roll out the text messaging service to other key groups within the Fraternity in the next year, including national officers and alumnae association presidents.

It will be a way to keep sisters, both nationally and on college campuses, connected.

Theta Phi Alpha Fraternity

Theta Phi Alpha is a national women’s social fraternity, founded in 1912 at the University of Michigan in Ann Arbor. The mission of Theta Phi Alpha is to create close comradeship; to advance educational, social and philanthropic interests and leadership training; to encourage spiritual development and adherence to the highest moral standards; and to promote lifelong bonds of friendship. Theta Phi Alpha’s National Office is located in Bay Village, Ohio. To learn more about the Fraternity, please visit www.ThetaPhiAlpha.org.