

For Immediate Release

**CallFire Inc. Sponsoring All Day Event with MomWarrior to Show How Working Women Can Balance Careers and Family**

*CallFire is also providing three of its female employees for a panel discussion*

SANTA MONICA, CA, September 12, 2017 – CallFire, an industry leader in text and voice marketing solutions, is sponsoring an event with MomWarrior to talk about how working moms can overcome complex challenges to balance their professional goals with family obligations. The event will be held on Friday, Sept. 15th, at the Annenberg Beach House in Santa Monica, CA, and will run from 8:30am to 3:30pm.

The event is also aimed at men, especially fathers and business leaders, and the role they play in creating equal opportunities in the workplace and at home. CallFire is also providing three of its female employees – all mothers – to discuss how they've found success in these dual roles:

- Janice McNair, Vice President, Finance
- Beth Roman, Director, User Experience
- Victoria Smith, Head of Human Resources

“CallFire makes it easy for employees to blend their family lives with their professional goals,” said TJ Thinakaran, CEO and Co-Founder of CallFire. “The company offers flexible scheduling and remote work opportunities, as well as fully paid insurance benefits, such as medical, dental, and vision for employees.”

According to Smith, “When men and women see that their employer supports them, it leads to increased productivity, and ultimately, stronger business operations.”

CallFire provides an array of text, email, and calling solutions for small and medium-sized businesses. MomWarrior provides networking opportunities and career coaching for working mothers.

If you have questions or comments, please feel free to reach out to Jessica Terashima at [jterashima@callfire.com](mailto:jterashima@callfire.com), or via phone at 213-221-2227. Follow Callfire on [Facebook](#), [LinkedIn](#), and [Twitter](#), or go online to [www.callfire.com](http://www.callfire.com).

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**About CallFire Inc.:**

Since 2006, CallFire has provided cloud, phone, and text services to help organizations of all sizes efficiently communicate with customers, prospects, and other constituents. Over 100,000 organizations trust CallFire to help them build stronger relationships with customers and the community. Callfire has expanded its capabilities with its EZ Texting brand. For more information, visit [www.callfire.com](http://www.callfire.com) or [www.eztexting.com](http://www.eztexting.com).

**About MomWarrior:**

MomWarrior is an organization dedicated to supporting moms as they balance the demands of career and modern motherhood. MomWarrior's Founder and CEO, Tet Salva, is a social entrepreneur, advisor, and change leader to companies in a wide array of industries. Most importantly, she is a mother of four. Salva was recently lauded as a "40 under 40" for her advocacy work with MomWarrior.