



RED OXYGEN JOINS GAINGELS, A PRIVATE INVESTMENT SYNDICATE, FOR WEBINAR ABOUT THE COST OF BLOCKED TEXTS

SAN FRANCISCO (February 8, 2024) – [Red Oxygen](#), a leading short message service (SMS) solutions provider, announces an upcoming webinar with [Gaingels](#), an LGBTQIA+/Allies private investment syndicate and one of the largest private investors dedicated to supporting diversity and inclusion within the venture capital ecosystem. In the webinar, Red Oxygen CEO Tom Sheahan will discuss the costs associated with blocked text messages.

“Text messages play a crucial role in business for so many industries, as well they should,” said Sheahan. “It’s important business leaders know, however, the high cost that can come with non-compliance with new regulations. In this webinar, we’ll discuss the latest regulations and how to stay compliant while making sure texting can remain an impactful part of business. The goal will be to get everyone up to speed on the rules and go over best practices to ensure texts are not being unknowingly blocked by carriers in the first place.”

- What: Gaingels Discovery SMS regulations: Can your business afford blocked texts?
- When: Thursday, February 15 from 12 to 1 p.m. EST

“Many of our investment portfolio companies realize the power of text messaging, but they aren’t aware how recent SMS regulations could be affecting their bottom line,” said Lorenzo Thione, Gaingels Co-founder and General Partner. “Tom will lay out the problems the regulations are causing, who’s at the helm and how to turn the problem into a solution that points towards removing digital anonymity while still utilizing SMS as a lucrative business tool. As the largest investor network focused on supporting and investing in the best venture-backed companies that embrace and value diversity, including LGBTQIA+, in leadership, governance, and capital, Gaingels is proud of participating in this webinar.”

The webinar is free and open to Gaingels members and investors. Registration is required.

To learn more about Red Oxygen, visit <https://redoxygen.com/>

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ABOUT RED OXYGEN

Founded in 2001, Red Oxygen is a leading short message service (SMS) solutions provider. The company enables businesses to send appointment and payment reminders, security codes, emergency alerts and staffing updates easily online, through email or from a spreadsheet. Headquartered in San Francisco and with offices in Australia, Canada and the United Kingdom, Red Oxygen has worked with some of the world's top brands, including: Philips, Orkin, Skechers, Southern Methodist University, Siemens, Yamaha and more. Red Oxygen has been trusted to send more than 400 million messages to people in over 50 countries. To learn more about Red Oxygen, visit <https://redoxygen.com/> or follow them on [Facebook](#) and [LinkedIn](#).

ABOUT GAINGELS

Gaingels is a leading venture investment syndicate with the mission of bringing more diverse visibility and participation in the venture capital space. Gaingels also supports its companies with a diverse talent and capital pipeline and provides an internal diverse board member recruitment advisory to help bring more diversity and representation within private boards. Gaingels invests in companies at all stages of growth that are resolved on building more inclusive teams, boards and captables. Gaingels is an ardent supporter the Diversity Term Sheet Rider Initiative to increase access to venture funding events for non-traditional check writers, and regularly co-invests with select VC leads across a variety of sectors, from technology, to B2B, healthcare and consumer, in competitive and over-subscribed rounds from Seed to Growth/pre-IPO. For more information visit www.gaingels.com.