



ICE

In Case of Emergency



Have you put ICE in your mobile?

When every second counts, emergency response personnel need answers fast so they can quickly and safely give you or your loved ones the care they so desperately need.

How can you save those critical seconds and possibly save your life? By putting ICE in your mobile. Standing for In Case of Emergency, ICE will allow ambulance crews, fire personnel and police officers to quickly contact a family member or friend who can be informed of the incident as well as any allergies or medical conditions that you may have.

Type the acronym ICE followed by a contact name (for example, "ICE – Mom"; "ICE – David" or "ICE – Medical") into the address book of your mobile phone.

Tell your ICE contact that you have selected them as your contact in case of an emergency. For those under 18 your contact should be your mother or father.

Most people carry no next of kin details. Yet nearly everyone carries a mobile phone, most of whom have it on them all the time. There is no simpler way of letting emergency services know your pertinent information should you be involved in an accident than by using ICE. Your mobile phone address book may just answer the important questions for you – when you can't.

Remember. Every Second Counts.