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ICE your cell phone

July 19, 2005 2:42 PM PDT

The I.C.E. (in case of emergency) system for highlighting emergency contacts in a cell phonebook was the brainchild of a British paramedic, who has often struggled to get contact details from shocked or injured patients. His ambulance district in East Anglia and the Vodafone mobile network last year [launched a national campaign](#) encouraging people to enter I.C.E. in front of loved ones' contact information in their phones so emergency responders know exactly who to call, right away.



Credit: NHS Trust

Fueled by the London bombings, a related [Washington Post story](#) and the Internet, the idea has recently spread around the blogosphere.

Blog community response:

"Why do we like this idea? Because it shows that we don't have to wait for city government to take common sense steps to make us a little bit safer. And the life you save could be your own."

--[Advocates for Rasiej](#)

"This is a great suggestion! It could mean the difference between life and death. Let's pass it along... It only takes a few moments of your time to do. Paramedics know what ICE means and they look for it immediately."

--[DreadLocks](#)

"Print out a copy of the Washington Post article and give it to your local police department or ambulance service. Even if they don't decide to use the system in your area (I can't imagine why not!), at least they will know about it if they ever see it."

--[UnSpace](#)

Posted by [Michelle Meyers](#)

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<http://www.icesticker.com>

[James Pendegraft](#) Aug 8, 2005, 1:07 PM PDT

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[Bob Borning](#) Jul 27, 2005, 6:54 PM PDT

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