

## ICESticker.com Fast Facts

- ICE, an acronym for “In Case of Emergency”, is entered into a mobile phone user’s address/contact book as the “In Case of Emergency” contact. Originally established as a nation-wide campaign in the UK, ICE allows paramedics or police to be able to contact a designated relative/next-of-kin in an emergency situation.
- A person designated as the ICE contact should be informed that they are a contact and be informed of all relevant information for treatment such as allergies to medicine.
- More than 200 million mobile phones are in use today in the United States. Many people leave the home without identification, but nearly everyone, including teenagers, carries a mobile phone with them.
- The ICE Sticker was developed to serve as a visual alert that a person has an “ICE” contact available and has established a communication protocol. The ICE Sticker is available online at [www.icesticker.com](http://www.icesticker.com) as well as distributed by many community and corporate organizations across the US.
- ICESticker.com is a proud Coalition Member of National Preparedness Month 2007, held each September to encourage Americans to take simple steps to prepare for emergencies in their homes, businesses, and schools. National Preparedness Month is sponsored by the U.S. Department of Homeland Security, and increases public awareness about the importance of preparing for emergencies.
- Since the creation of the ICE Sticker in 2005, more than a one hundred thousand ICE Stickers have been distributed in every state in the US as well as across the globe to more than a dozen English speaking countries.
- ICESticker.com is owned by ICE-ER, LLC, a Georgia corporation and operated out of offices in Orchard Park, New York, Saint Louis, Missouri and Atlanta, Georgia.
- The ICE sticker is a red vinyl sticker 1” in diameter with the letters ICE in bold. The words “Contact Available” and “In Case of Emergency” are also displayed. Red, being the universally accepted color for emergency and distress is high impact and will draw attention. The 4mil thick vinyl stickers are designed to withstand the high use characteristics of the mobile phone. The sticker adheres to the back of the phone (most commonly on the battery pack) and serves as a visual alert that the individual has established an “in case of emergency” contact listed inside the phone.

- Steps to ICE Your phone:
  - Four easy steps to ICE Your Phone
    - **CHOOSE** a responsible person to be your In Case of Emergency (ICE) contact. Record their contact information.
    - **INFORM** your ICE contact that you have chosen them as your designated contact and provide them with information that may affect your treatment. Remember the acronym MAD or “M” “A” “D”.
      - Medicines-List all medicines you are currently taking, including herbal and organic supplements because they can and do interact with some medications.
      - Allergies-List all known allergies, especially to medications, but also include foods.
      - Doctors-Include the names and phone numbers of doctors or other medical providers responsible for your regular care.
    - **ADD** this contact as a new entry, with their phone number, in your mobile phone address book under the heading “ICE”. Example: ICE-William or ICE-Dad.
    - **APPLY** the ICE Sticker™ to your mobile phone. This will serve as both a visual alert for and an invitation to emergency responders that you have established a communication protocol.