



CONTACT: Martin Howell, [mhowell@icesticker.com](mailto:mhowell@icesticker.com) or 770-331-5397

## **ICESticker.com Launches Emergency Preparedness Awareness Campaign in Western NY**

**Orchard Park, NY (August 30, 2007)** — As a Coalition Member of National Preparedness Month 2007, sponsored by the U.S. Department of Homeland Security, ICESticker.com is launching its first emergency preparedness media campaign in Western NY. The month long campaign will drive interest in the importance of emergency preparedness and the “ICE Your Phone” Campaign.

The “ICE Your Phone” Campaign was brought to the public’s attention by the 2005 terrorist bombings in London. Originally established as a campaign in the UK, ICE (In Case of Emergency) is an innovative solution for emergency personnel struggling to locate contact information for incapacitated patients. “ICE Your Phone” encourages mobile phone users to store emergency contact names with the prefix ICE (ex. ICE1-Susan), so all ICE contacts can be located quickly and alphabetically under the letter “I”.

Western New York businessman James Pendegraft developed an iconic sticker to be placed on an individual’s cell phone to serve as an alert, and invitation, to paramedics to contact their designated person “In Case of Emergency” or ICE for short. For over two years, Pendegraft has distributed hundreds of thousands of the ICE Sticker™ across the United States, Australia and Western Europe through the website, [www.icesticker.com](http://www.icesticker.com).

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Public awareness of the “ICE Your Phone” Campaign has increased due to recent endorsements by major mobile phone service providers and community service organizations. There are over 200 million cell phone users in the U.S., and many do not carry emergency contact information. The majority of American teenagers leave the house every day without a wallet but with a mobile phone in hand. With natural disasters and terrorist threats a part of everyday lives, the ICE Sticker™ is a simple and potentially life-saving tool.

Company President James Pendegraft said, “Time is the critical factor in an emergency situation. The ICE Sticker™ serves as a clear symbol that the injured or shocked person has established a communication protocol, enabling medical and emergency personnel direct access to the emergency contact. It is also a great help in the event you lose your cell phone.”

The ICE Sticker™ is priced at a nominal fee (\$0.10 - \$2.00 based on quantity ordered), and discounts are available by purchasing quantities over 250. Logo personalization is also available.

For more information about the ICE Sticker™ or the “ICE Your Phone” Campaign, visit [www.icesticker.com](http://www.icesticker.com).

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