

FOR IMMEDIATE RELEASE:

Contact:  
James Pendegraft  
ICE-ER  
603.669.9222  
jmpendegraft@earthlink.net  
<http://www.icesticker.com>

### **ICE Sticker Created to Alert Medics of Emergency Contact**

MANCHESTER, NH 3 August 2005 — New Hampshire based upstart, ICE-ER, has 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.

A campaign encouraging people to enter an emergency contact number in their mobile phone's memory under the heading "ICE" (i.e. In Case of Emergency), has rapidly spread throughout the world as a particular consequence of the July 7<sup>th</sup> terrorist attacks in London.

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. The idea is the brainchild of East Anglian Ambulance Service paramedic Bob Brotchie and was launched in May this year.

James Pendegraft, the entrepreneur who just launched [www.ICEsticker.com](http://www.ICEsticker.com), says, "Time is the critical factor in an emergency situation. This sticker will serve as a clear symbol that the injured or shocked person has established a communication protocol, enabling medical and emergency personnel direct access to the point of contact. It is also a great service in the event you lose your cell phone."

At just two dollars or less per sticker, and with portions of the proceeds going to benefit the London Bombing Relief Charitable Fund, this is a must have for all cell phone users. The ICE stickers are currently available for purchase at [www.ICEsticker.com](http://www.ICEsticker.com) and will soon be made available at traditional brick and mortar retailers throughout the nation.

"With the chaos in most emergency situations, this symbol could serve as the trigger to provide a clear, critical path of communication. Any efforts to aid emergency personnel in these situations will directly benefit those being helped" added Pendegraft.

For additional information or a sample copy, Contact

James Pendegraft  
ICE-ER  
603.669.9222  
jmpendegraft@earthlink.net  
<http://www.icesticker.com>

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 cell 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.

ICE-ER is a New Hampshire based upstart that owns the domain name [www.icesticker.com](http://www.icesticker.com).

###