



CONTACT: Martin Howell, mhowell@icesticker.com or mobile 770-331-5397

ICESTICKER.COM ANNOUNCES NATIONAL PREPAREDNESS MONTH 2007

Innovative Community Service Firm Becomes Coalition Member

ATLANTA, GA — July 16, 2007 — ICESticker.com is proud to become a National Preparedness Month 2007 Coalition Member. National Preparedness Month is a nationwide effort held each September to encourage Americans to take simple steps to prepare for emergencies in their homes, businesses, and schools. National Preparedness Month 2007 is sponsored by the [U.S. Department of Homeland Security](#). The goal of the month is to increase public awareness about the importance of preparing for emergencies and to encourage individuals to take action.

Throughout September, Homeland Security will work with a wide variety of organizations, including local, state, and federal government agencies and the private sector, to highlight the importance of emergency preparedness and promote individual involvement through events and activities nationwide. During September, ICESticker.com will lead community service activities around the nation to help schools, elder care facilities, and emergency response organizations teach people how to prepare for potential emergencies.

Background of the “ICE Your Phone” Concept

The “ICE Your Phone” concept, popularized by the 2005 terrorist bombings in London, was developed by emergency personnel who often could not get contact details from shocked or injured patients. By entering the acronym ICE (In Case of Emergency) into your mobile phone’s

address book, emergency personnel can note the name and number of someone who should be contacted in an emergency. Shortly after ICE spread to the US in the spring of 2005, the founders of ICESticker.com realized that a key piece of communication was missing. Without a visual alert, emergency responders could not easily know if ICE contacts were established in the injured person's phone. The innovative solution was the development of the authentic ICE Sticker™, a bright red iconic sticker applied to the back of your cell phone. This sticker serves as a visual reminder to the emergency personnel that you have ICE contacts in your cell phone.

ICESticker.com Growing in Popularity

Recent endorsements from major mobile phone service providers and community service organizations have added considerable US awareness to the ICE Sticker™, a key component in the "ICE Your Phone" emergency contact process. The need for a visual alert on your mobile phone to indicate to emergency personnel that you have ICE contacts programmed has become clear. There are over 200 million cell phone users in the US, many of which do not carry any type of emergency contact information on their person. Further, many teenagers leave the house every day without a wallet, but with their cell phone on hand. With natural disasters and potential terrorist threats becoming part of our everyday lives, now is the time for everyone to take part in this simple and potentially life-saving program.

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