

Subject: [Fwd: Passive use of a cell phone as ID and a life-saver]

Date: Mon, 11 Jul 2005 16:25:41 -0700

From: Brian Platts <bplatts@shaw.ca>

To: Corrie Kost <kost@triumf.ca>

----- Original Message -----

Subject: Passive use of a cell phone as ID and a life-saver

Date: Tue, 12 Jul 2005 00:22:08 +0100 (BST)

From: Elizabeth James <cagebc@yahoo.com>

To: "Clr. Darrell Mussatto" <DMussatto@cnv.org>

CC: FONVCA <fonvca@fonvca.org>, Pam Bookham <bookham@shaw.ca>

11 July 2005

Greetings:

The message which follows was sent to me by the lady who organizes the student reunions of the high school I attended in South London. The most recent event was held this past Saturday and went ahead, despite last Thursday's transit bombings. It seems like an idea we could make use of in an emergency....any emergency.

Perhaps Telus might be persuaded to take it up as a PR campaign aimed at up-selling more address-capable cell phones?

Can anyone see a downside to using it in Canada? If not, I think I might run with it, to see if we can get it off the ground. The only problem I see relates to the ramifications for one's family if the phone is lost or stolen.

Regards,
Liz

Sent: 11 July 2005 14:11

To: undisclosed-recipients ;

Subject: Idea taken from London Bombings last week

East Anglian Ambulance Service have launched a national "In Case of Emergency (ICE) " campaign with the support of Falklands war hero Simon Weston and in association with Vodafone's annual life savers award. The idea is that you store the word " I C E " in the address book of your mobile phone. You would enter the number of the person you would want to be contacted "In Case of Emergency". In an emergency situation, police, ambulance and/or hospital staff will then be able to quickly find out who your next of kin are and be able to contact them. It's so simple that everyone can do it. Please do. It really could save your life - or at least let members of your family know where you are. For more than one contact name ICE1, ICE2, ICE3 and so on.

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