

ICE: In Case of Emergency

Almost all of us carry a mobile phone with names and numbers stored in its memory, but seldom does any person other than ourselves know which of these numbers belong to our closest relatives or friends.

Thus, if we were to be involved in an accident or were taken ill, the people attending us might find our mobile phone, but wouldn't know whom to call. True, there may be hundreds of numbers stored — but which one is the preferred contact person in case of an emergency?

Hence the 'ICE' (In Case of Emergency) cell-phone campaign — a simple idea which was thought up by a paramedic who found that when he went to the scenes of accidents, most patients had mobile phones, but they didn't know or couldn't communicate which number to call to inform a contact person.

All you need to do is store the number(s) of a person or persons whom should be contacted on your behalf during emergency under the name ICE. For more than one contact name, simply enter ICE1, ICE2 and ICE3, etc.

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