

The **Only** Thing **WORSE** than getting "That Call" is **NOT** getting it **in time.** *by Stephanie Miller*

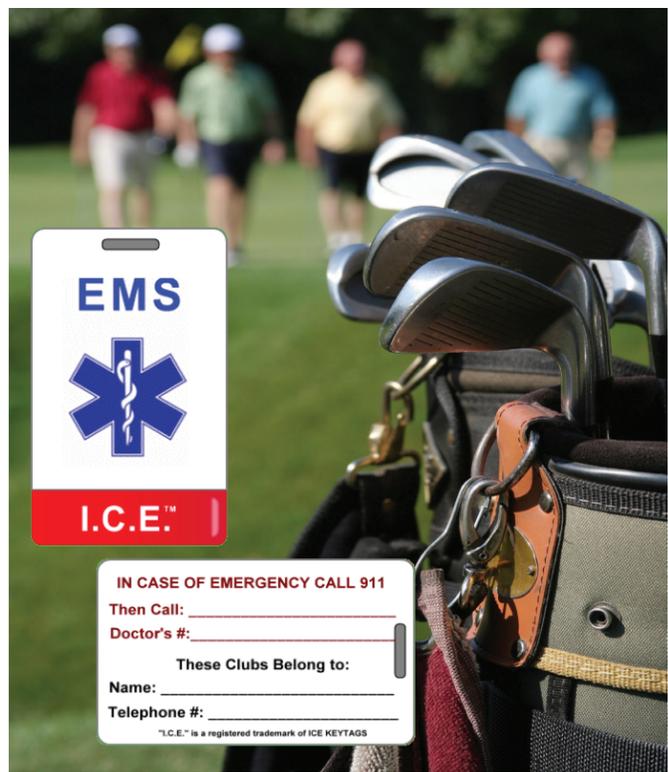
If you or someone you love were in a serious accident, did you know the average time it takes to notify the right person is six hours, and sometimes it can take up to a day? Your cell phone will likely be lost, broken or locked.

Do you have a teenager or senior driver in your family? How can you know that EMS responding to an accident they are involved in will notify you? Will they have a complete picture of any existing medical situation when critical moments count?

The only thing worse than getting "that call," is not getting it in time.

The ICE KEYTAG is a simple, effective solution that can protect you and your loved ones. Whether driving or riding in a vehicle, exercising, or enjoying outdoor activities, the ICE KEYTAG, always as close as your key ring, provides peace of mind to families.

The Registered U.S. Trademark "I.C.E." on the front of the tag



For travel or on the course, an **I.C.E.™ GOLF TAG** COULD HELP YOU  
[www.IceKeytagME.com](http://www.IceKeytagME.com)

(the acronym for "In Case of Emergency") is highlighted and highly visible to first responders who will turn off the car's ignition when arriving at the scene. The back of an ICE KEYTAG has a place to write in an emergency contact number. This information is readily available to EMS personnel whenever the tag is with you.

Tag holders can download and print a FREE EMS Information Form from our web site. Kept in the glove compartment, it provides pertinent information to ensure you receive the proper care when you need it. The EMS forms can even protect seniors who live on their own by keeping one in their residence, normally by the medicine cabinet. It can help you provide important information to EMS quickly, even if you are unresponsive. To further alert EMS of the form's existence, a removable I.C.E. decal is available for your vehicle window.

How do you get an ICE KEYTAG?

Perhaps you received one from one of our ICE KEYTAG Merchant Sponsors or through a FUNDRAISER. Businesses and charities sponsor the distribution of ICE KEYTAGS in their community in return for advertising on the face of the tag.

The first of several Maine insurance agents to offer ICE KEYTAGS, Robert Weymouth of InSphere Insurance Solutions in Bangor, wants his clients to have the peace of mind the tags provide. Since emergencies and medical situations often go hand-in-hand, clients have his toll-free number on the front of their tag should they need details of their insurance coverage. The back of his tags include a QR code that displays his contact info when scanned with a smartphone. Fifty percent of Weymouth's business comes from referrals; the tags are an easy way to recommend him to family and friends.

Sebasticook Family Doctors is just one of the many Maine businesses to sponsor the program. Each of their five locations is distributing the I.C.E. Notification Kit—an ICE KEYTAG, EMS Information Form and Window Decal—to their patients as one of the ways they give back to the community.

Pet owners in the Schoodic and Down East areas whose animals receive quality in-home Veterinary care from The Village Vet also receive an ICE KEYTAG. As the first Veterinarian in the nation to join the program, Dr. C. Frederick Miller presents his tag when he makes a house call visit. He also distributes them at area events to benefit animals and local shelters.

Four Down East Insurance agencies recently joined the ICE KEYTAG Nation. Winter Harbor Agency in Gouldsboro, Dwight Brown Agency in Ellsworth, Schoodic Insurance Services in Milbridge and Lynam Insurance in Bar Harbor all recognize the importance of having I.C.E. protection. Can your business card save a life?

Any business that wants to join the ICE KEYTAG Nation can order them online or call 877-417-7744 or 207-266-7772. Individual ICE KEYTAGS, ICE window decals and our newest product, ICE Golf Tags, can be found in our online store. Visit [www.IceKeytagME.com](http://www.IceKeytagME.com) today!



I.C.E.® KEYTAG DIRECTORY

The I.C.E.® ( In Case of Emergency) KEYTAG has many important functions:

IT COULD EVEN HELP TO SAVE YOUR LIFE.

Write your emergency contact and lost keys return telephone #s on the back of the tag. Register your ICE KEYTAG online (see back of tag) where you can also download a

FREE EMS Information Form

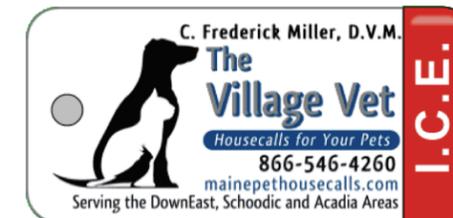
for your medicine cabinet or glove box. Add the tag to your key ring.

The tags also act as discount cards at most ICE KEYTAG Merchants nationwide.

We hope you never need the emergency notification service an ICE KEYTAG can provide, but in case you do, it is there for you.

[www.IceKeytagME.com](http://www.IceKeytagME.com)

QR Code is a Registered Trademark of DENSO WAVE INCORPORATED



To be included in the ICE KEYTAG Directory, contact Stephanie Miller at 207-266-7772