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ICE your cell phone with emergency contact info

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BRADENTON - Firefighters are hoping residents will add a new contact in your cell phone -- a person who first responders can notify in case of emergency.

The city of Bradenton fire department is handing out "ICE" stickers, something for people to put on the back of their cell phone to let authorities know that your phone contains important contact numbers.

City of Bradenton firefighters respond to a hand full of calls everyday. And they say cell phones are becoming a lifeline for some. "There are so many people out there with cell phones these days, that it is right there and handy for us," says firefighter Jeff Schmucker.

Firefighters are urging people to program three letters in their cell phone contact list: I.C.E., which stands for In Case Of Emergency. It should be the phone number of a person who knows your medical history.

Firefighters say this will make it easier for them to notify your family in an emergency situation. "If your wife or husband is at work with that number in the phone, we will be able to get a hold of them a lot quicker," says Schmucker.

And you can get the medical treatment that is right for you. "Yeah, it is really important to me. I've got some allergies, so if they gave me the wrong medication...yeah, that would be a problem," says resident Paul Flickinger.

One person we spoke with already has her phone ready to go. "After September 11th I heard about ICE, and in case there was an emergency and you were hurt somebody could find your cell phone and they would know to go to "in case of emergency...ICE," says resident Jill Zayszly.

"Actually mine says 'icemom'. But I'm getting married in two weeks, so it's going to go to 'icehusband'."

Firefighters hope this catches on, so when they arrive, important information to help them save you is just a phone call away.

"Cell phones is a big thing now-a-days. Everyone has it, so I think it's a great idea," says resident Malibu Gutierrez.

Firefighters say that random search through your phone are not a good idea, because that person may not necessarily know all your medical history.



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