

The Only Thing Worse Than Getting “That Call” ... is not getting it *in time*.

If you or someone you loved 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 (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.

Sebastico 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



by Stephanie Miller

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 today!

<p>C. Frederick Miller, D.V.M. The Village Vet Housecalls for Your Pets 866-546-4260 mainepethousecalls.com Serving the DownEast, Schoodic and Acadia Areas</p>	<p>DWIGHT BROWN AGENCY General Insurance...for Downeast Maine 38 Foster St. Ellsworth, ME 04605 800-283-1600 207-667-2516 www.dwightbrownagency.com Trusted Choice®</p>
<p>SEBASTICOOK FAMILY DOCTORS 1-866-364-1366 www.sebasticoockfamilydoctors.org</p>	<p>IIS000139 INSPIHERE INSURANCE SOLUTIONS™ Life Health Retirement Long-Term Care 800-566-3332</p>
<p><i>Schoodic Insurance Services</i> Complete insurance service including: Personal, Commercial and Marine 70 Main Street Milbridge, ME 04658 207-546-2500 schoodicinsurance.com</p>	<p><i>The Winter Harbor Agency</i> winterharboragency.com 165 US ROUTE 1 - PO Box 100 GOULDSBORO, ME 04607 207-963-2347 Trusted Choice® Member MLS DOWNEAST MAINE'S INSURANCE TRADITION</p>
<p>LYNAM INSURANCE OVER 125 YEARS OF QUIET STRENGTH 227 Main St. Bar Harbor, ME 04609 207-268-8884 lynaminurance.com Trusted Choice®</p>	<p>PRO-FOUND EXPERT in the art of PROMOTION, DISCOVERY and RECOVERY www.profoundprocess.com</p>
<p>Do You Have an I.C.E.™ KEYTAG? IT COULD SAVE YOUR LIFE www.IceKeytagME.com</p>	