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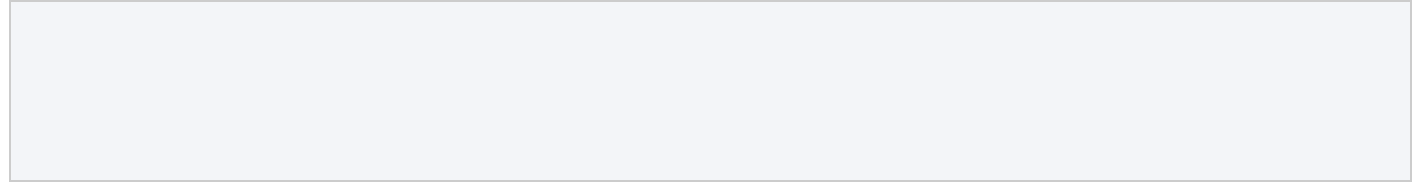
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PRESS RELEASE | July 9, 2013, 8:40 a.m. ET

New Interview with I.C.E. Keytag Inventor Tom Force Reveals What Inspired Him To Create The Potentially Life Saving I.C.E. (In Case of Emergency) Keytag

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SOUTHLAKE, Texas, July 9, 2013 /PRNewswire/ -- Tom Force, inventor of the I.C.E. (In Case of Emergency) Keytag was recently interviewed by Mike Taylor, Sr. Editor at Newswire. Tom reveals how the tragic events surrounding his mother's death spurred him to create a potentially life-saving product, the I.C.E. Keytag.

Tom's mother lived in a seniors' complex in apparently good health. In January 2010 she was rushed to the hospital after neighbors found her unconscious. She had suffered an aneurysm and several hours later slipped into a fatal coma.

The national average time from accident to notification of next of kin is 6 hours. In Tom's case, it was 7.

Tom regrets those lost hours with her and said, "Having those few hours with her would have been priceless."

Tom said the I.C.E. Keytag "was the result of the way things played out with my own Mom."

Tom created the I.C.E. (In Case of Emergency) Keytag as a way to put emergency contact information literally into the hands of an emergency responder. In case of an auto accident, their first action is to turn off the ignition. The over-sized tag on the key-ring carries emergency I.C.E. labeling, alerting authorities whom to call. The company also provides a critical emergency medical form for the glove compartment. This info could potentially help to save a life.

The I.C.E. Keytag, with its prominent "I.C.E." logo, has other applications. Tom said, "One of these on your backpack, bike, in your sneaker laces or on golf bag could help to save your life."

Tom is proud of this American made product and has partnered with businesses and non-profits in 30 states to facilitate widespread distribution. Custom designs allow businesses or charities to promote their cause.

Stephanie Miller, independent I.C.E. Keytag representative, said, "My clients love them. They are giving their customer base something that helps them in a time of need." She added, "They provide peace of mind. You can't get any better."

Tom's veteran-owned company gave away "We Will Never Forget" I.C.E. Keytags at the local 9-11 observance. "We let people throw money into the hat and raised \$2,600 for their cause. This will stay on their key-ring, and they always WILL remember," said Tom.

To learn more about Tom Force and ICE Key Tags visit www.icekeytag.com

Contact: Tom Force - 888-901-2477

This press release was issued through eReleases(R) Press Release Distribution. For more information, visit <http://www.ereleases.com>.

SOURCE ICE Key Tags

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