



## New campaign to put your number on ICE

By John Colebourn  
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Emergency personnel are hoping a telephone-contact program launched Thursday in Vancouver will help save lives.

The In Case of Emergency campaign has the backing of Vancouver's fire and police departments and the province's ambulance service. Under the ICE program, people can carry in their wallets, backpacks or cellphones a number that can be contacted in an emergency.

The number can be crucial if a person is unconscious and medics need to know his or her medical background. It also enables emergency personnel to notify the person's parents, spouse or friends. "When every minute counts because it could be your last, you would want your loved ones contacted immediately," said Vancouver Police Sgt. Ken Athans.

Vancouver Fire Capt. Gabe Roder said the program is timely with school back in session. "Lots of youngsters go to school without any identification on them," he said.

"B. C. Ambulance Service supports the ICE program as an easy and effective way to let paramedics and other emergency personnel know who to contact in an emergency," said spokesman Bob Alexander.

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