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**NH man puts emergency contact procedure in place with cell phone sticker**

By DENIS PAISTE  
Union Leader Staff

**MANCHESTER** - Inspired by its British originators, local businessman James Pendegraft has started a business making cell phone stickers to call rapid attention to In Case of Emergency (I.C.E.) contact information.

Pendegraft, 31, recently set up ICE-ER LLC, established the [www.icesticker.com](http://www.icesticker.com) Web site, and is looking to partner with community service organizations and emergency officials to promote using the stickers.

The words "Contact Available" and "In Case of Emergency" are displayed above and below the much larger letters "I.C.E." on the 1-inch diameter, 4-mil thick vinyl stickers, which are designed to go on the back of cell phones.



James Pendegraft uses his cell phone, equipped with an I.C.E. sticker that alerts authorities or emergency personnel to a user's cell phone directory where emergency contact information can be stored under a .ICE heading. (DICK MORIN/UNION LEADER)

Bob Brotchie, an ambulance service paramedic in East Anglia, launched the idea in May, and it rapidly gained momentum in the wake of the July 7 terrorist bombings in London, according to an article on the BBC News Web site.

The stickers alert emergency responders that the user has entered emergency contact information into the cell phone.

"It's just a visual alert," Pendegraft said in an interview at New Hampshire Union Leader offices. "With the scenarios and the chaos that are typically at emergency situations, this again can provide a little bit of clarity."

"In 2003, the Centers for Disease Control and Prevention reported that there were 900,000 emergency room patients who were unable to provide information because they were incapacitated," he said.

He recommends using ".ICE" in creating the cell phone record so it will be at the top of contacts listed in a cell phone's phone directory. The

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information also can make recovering lost cell phones easier, he said.

"I really advise people to let people know, 'Hey, I keyed you in as one of my I.C.E. contacts,' " Pendegrift said.

"We're working with some community groups," he said. Pendegrift has had contact with the director of emergency management in Ontario, Canada, and individuals in California, Chicago and Atlanta, he said.

Stickers cost \$2 for individuals, less for community groups. "I'm not quitting my day job," Pendegrift said.

"The goal is really coming out and breaking even on this, and at the same time doing some good," he said.

Pendegrift's wife, Marissa Pendegrift, is a nurse. They live in Manchester and have a 2½-year-old son, William. "If something were to happen to me or I couldn't give my information, I'd want whoever to be able to get in contact with, you know, my I.C.E. contacts," he said.

Eventually, he would like to see cell phone companies embrace the concept and add a red I.C.E. button as standard equipment.

Meanwhile, he's happy to start the ball rolling with his initial run of 1,000 stickers which is being promoted through his Web site and two retailers.

"I've peaked past a thousand hits, which (we're) pretty excited about," he said.

*On the Net:*

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



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