



Be prepared for the unexpected! Every day there is always the potential for problems cropping up without warning!

The emergency services arrive to find a person in distress – and perhaps unable to tell them who to contact. It can be a car accident or a medical emergency such as a stroke, fit or seizure. A grandchild may find themselves injured on a foreign holiday. An elderly person living alone can be rushed into hospital...

A card or other items of identification, carrying vital contact information that you can keep with you may prove a lifesaver – and at the very least make sure that loved ones can be contacted in a hurry. That call could tell the emergency services about a medical condition could mean the difference between life and death. If you have a relative with Alzheimer's, carrying the card could prove critical in reaching a loved one if they find themselves away from their home, lost and confused.

By joining Contact4Me you have a membership card which carries a telephone number. A call to that number from emergency services gives them instant access not just to one personal contact name and number – but up to ten. And it's a list of people that can be constantly and easily be updated.

Contact4Me was founded by Sue and Steven Salik in 2006, after one of their daughters was on the Kings Cross tube train which was targeted by terrorists on 7/7. She thankfully escaped but they had great concerns about how they would have been contacted had the situation been worse. But Sue also realised how vital such a service might be for older people.

It's a stunningly simple idea, and already thousands of people are carrying Contact4Me cards, as well as having a key fob, weatherproof sticker and other useful items of identification. The costs are hardly prohibitive for the peace of mind it will bring: 30 pence a week for the first year, and 23 pence per week (£1.00 per month) in subsequent years.

The card has already been endorsed by the support charity for older people Counsel and Care, and their Stephen Burke, Chief Executive, said: "Contact4Me allows us to extend the advice and support we offer to more vulnerable older people."

To find out more, you can contact Contact4Me on 0870 389 2299 or go online at the website www.Contact4Me.com