

For Immediate Release

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**In an emergency, AAA's ICE card
provides valuable contact information**

Burnsville, Minn. – (Jan. 12, 2009) – It's small enough to fit in your wallet or purse, but in the event of a crash, can play a big role in helping law enforcement officials contact your loved ones.

Called ICE (In Case of Emergency), the identification card contains valuable information such as the driver's name, phone numbers for family and friends, physician names and information about allergies and other medical conditions.

As snow birds head south for the winter or college students head back to school, this ICE card may be especially important for them or anyone else who travels a great deal.

Delays in notifying relatives drove Capt. Randy Schultz of Wisconsin's Brown County Sheriff's Department to introduce the ICE program to his agency, as well as departments throughout Wisconsin. As a leader in traffic safety advocacy, AAA is helping spread the program throughout the Midwest.

Law enforcement and AAA officials urge all motorists to carry written emergency contact information in their vehicle plus their wallet. In addition, it is possible to program any cell phone with the same information and AAA would encourage motorists to do that as well.

The cards are available to download free of charge at http://www.aaa.com/AAA/057/static/news/AAA_ICE_CARD.pdf Motorists are urged to complete the card and carry it in their vehicle's glove box or center console. "No one plans to be in a traffic crash, but it is an unfortunate occurrence," said Randy Williams, president, AAA Minnesota/Iowa. "Anything motorists can do to help responders quickly locate emergency contact information will save precious time in getting victims the help they need and notifying their loved ones."

AAA Minnesota/Iowa, which includes more than 778,000 members, offers automotive, travel, insurance and financial services. It is part of The Auto Club Group (ACG), the largest affiliation of AAA clubs in the Midwest, with 4.1 million members in eight states. ACG clubs belong to the national AAA federation, a not-for-profit organization, with more than 51 million members in the United States and Canada.

AAA Minneapolis is a full-service automotive, travel, insurance, financial and community services organization, serving nearly 185,000 members in the Minneapolis area.

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