



PRESS RELEASE

By LeanOnUs
For Immediate Release: July 2015

Celebrating 10 Years of ICE

Bob Brotchie (Founder of ICE) and the LeanOnUs Community are celebrating 10 years of ICE – In Case of Emergency.

In 2004, Bob came up with the concept of ICE to use on mobile phones as, at that time, he was a Senior Paramedic and realised there was a need to be able to access information quickly when dealing with casualties. Whilst reflecting upon a serious traffic collision, that he had attended the previous day, he asked himself *'How could I create a uniform way for the public to accept, and emergency responders to adopt, a method of accessing the relevant information – fast?'*

He realised that, by adding ICE to a contacts list on a mobile phone, that this could be achieved. In 2005, ICE received worldwide recognition as Bob conducted numerous radio interviews, was featured by BBC News, Channel 5 and CBS News in the USA as well as Telstra in Australia. He gained the support of MPs in Parliament and the Welsh Assembly. Added to this, Bob and Falkland's War Veteran, Simon Weston spent the day in London talking to the nation's local radio stations to promote the Vodafone Lifesaver Awards and ICE. Technology may have changed but ICE hasn't – it is still being successfully used all over the world today.



For more information visit www.incaseofemergency.org
See also: [He may have a warm heart, but he's got ICE in his veins!](#)



Bob is a former Senior Paramedic and has been delivering within Primary Health-Care for more than two decades. Following an award winning career (including three years as a HEMS medic, and many years as a manager and project lead) Bob retrained, and is now delivering counselling and psychotherapy services for adults and children with cognitive and behavioural needs from his private practice near Newmarket, Suffolk. Added to this, Bob has availed himself to the LeanOnUs community where he offers free support when needed.

Contact: www.angliacounselling.co.uk
Telephone: 01638 554791 - Email: bob@angliacounselling.co.uk



LeanOnUs is a non-profit organisation based in Peterborough. It provides a platform for individuals to share life experiences, causes or products that can better humanity. The goals of the LeanOnUs community are to provide encouragement and support along with helpful information. They also aim to raise awareness and educate. They cover various subjects or topics relating to life in general, physical health, mental health, social issues and safety issues on a worldwide basis, with a loyal worldwide following.

Contact: www.leanonus.co - Email: us@leanonus.co