

PRESS RELEASE FOR ILIVESAFE
FOR IMMEDIATE RELEASE
ISSUED BY OXIGEN COMMUNICATIONS
DATE: November 25th, 2014

TITLE: Ensure a sun-kissed and safe Matric Holiday with *iLiveSafe*

It's that time of the year again, where our country's Matric pupils are studying hard and writing the final exams of their school careers in order to secure their places as hardworking and contributing members of society. But before they take their first steps into adulthood, most Matriculates usually celebrate their imminent freedom with a well-deserved seaside holiday with friends.

"The Matric holiday, or Matric rage, is often a source of endless worrying for most parents – and with very good reason given the crime statistics of South Africa," says Pierre Spies, renowned sportsman and Commercial Director of the recently-launched identification, safety and rapid response solution *iLiveSafe*. "It is daunting enough to send our children to go and buy a loaf of bread from the local corner café, let alone send them on a holiday with their friends where they will no doubt test the boundaries a little bit as they celebrate their newfound freedom and independence."

What Pierre is referring to is of course the less than favourable connotations which are often associated with Matric holidays. More often than not, unsavoury headlines will pop up on every street pole as soon as the Matrics hit popular locations such as Plettenberg Bay, Margate, Ballito, and Umhlanga. These reports are certainly not an accurate or necessarily a true representation of what really happens for the majority of young adults on a Matric holiday, but where does that leave parents who are worried sick?

"My encouragement is for parents to talk to their children and together with their child, sit down and plan the Matric holiday, leaving no room for misunderstandings, foreseeable accidents or

God forbid, tragedies," says Pierre. "First of all, research, research, and research. Find out exactly where your child is going, where they will be staying, who he/she will be going with, how they will be travelling, what he/she should do in case of an emergency and familiarise yourself with the surroundings or popular attractions of his/her destination."

Parents are also urged to talk to their children about the real dangers and responsibilities involved with going on holiday where there will be no adult supervision, and most probably zero curfews, rules or boundaries. It doesn't have to be a heavy-hearted affair, as long as your child understands that there are some factors which are non-negotiable. Before your child sets foot out of the house:

- Agree upon certain times when you can phone/contact your child, and respect those times.
- Make sure that your child has enough money to last him/her the duration of the holiday, and put some money aside for emergencies.
- Send enough food with your child to last the entire holiday. Should they lose their money or be robbed, at least you know they have food.
- Get the contact details of at least two other children who are going on holiday with your child, along with their parents' contact details.
- Discuss important safety measures with your child before he/she leaves, and don't pull punches when it comes to the consequences, but also ensure that your child knows that you trust him/her. Matters to raise include the responsible use of alcohol and never leaving a drink unattended, driving while under the influence, using drugs, smoking or using "soft drugs" such as marijuana, never going somewhere alone or without telling anyone where you're heading, having unprotected sex or heading off with strangers.

"I also urge parents to contact *iLiveSafe* for a comprehensive quote on one of our four packages before their Matriculant goes on holiday. These packages include 17 different categories like *My Identification*, *My 24/7 Rescue*, *My Assurance*, *Assistance during Hijacking*, *Support with Missing Persons* and *Assistance with Stranded Minors* – to name but a few," concludes Pierre. "Even though it might seem like a daunting task for parents to send their

young adult into the 'big, bad world' unattended, they can rest assured that *iLiveSafe* will always be there, albeit in the background, to ensure that your child returns home nothing but sun-kissed and safe."

For more information on the iLiveSafe range of service offerings, please visit www.ilivesafe.co.za or send an email to ruan@ilivesafe.co.za; marketing@ilivesafe.co.za. You can also follow the company on Facebook, Twitter and LinkedIn where you will stay up to date and informed on everything from family to personal safety.

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