

PRESS RELEASE FOR ILIVESAFE
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TITLE: Keep the ball in your court in 2015

As the last of the beach sand is swept from our houses and our tans are slowly fading, we know that these are merely indicators that the New Year is in full swing. Cue the school runs, crazy extra mural schedules, meetings, deadlines and a list of New Year's resolutions which we promise to fulfil in 2015 no matter what. But amongst the organised chaos that is our lives, do we make sure that safety is a priority on our daily to-do list? Do we have a plan of action to ensure that everyone in the household knows what to do should an emergency occur? Because we should.

"First of all we'd like to wish all our existing clients, as well as prospecting clients a happy New Year and many happy returns," says Pierre Spies, famous sportsman and brand ambassador of the much-revered identification, safety and rapid response solution *iLiveSafe*. "We trust that everyone is well rested, positive and ready to take on the year with gusto. We also trust that everyone has a solid game plan in place for 2015 – financially, physically, spiritually and also from a health and safety point of view."

With the crime statistics looking as alarming as they did in 2014, and sadly with no real resolution in sight, it comes as no surprise that all South Africans should arm – or rather equip – themselves and those they love with a game plan to keep them safe in 2015 and beyond. After all, failing to plan often leads to planning to fail, and unfortunately the consequences are devastating where our safety is concerned.

"As South Africans we are literally bombarded by the media with hundreds of videos, amateur recordings, photographs and articles of the heinous crimes that are happening on the other side of our six foot walls on a daily basis," comments Pierre. "Our

newsfeeds are crammed with farmers begging for action or relief. Our social media statuses revolve around warning each other about what's going on in our immediate neighbourhoods. We teach our kids what to do should we be the victims of a hijacking...the list is endless. But just as criminals seem to get smarter, I believe 2015 is the year to outsmart them. But as I said, we need a plan."

When designing your safety game plan for 2015, why not include *iLiveSafe* in your modus operandi? *iLiveSafe* has four different packages which you can choose from, and there are 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. All subscribing *iLiveSafe* members are equipped with yellow identification armbands which grant paramedics access to all your medical and medical aid information in the unfortunate event of an accident.

"I would also urge all parents of University or College students to invest in what *iLiveSafe* has to offer. I can assure you that you, as well as your young adult, will sleep much better at night knowing that help is only a phone call away no matter where they are in the country," concludes Pierre. "And one last thing – while the rest of South Africa might be 'kept in the dark' in lieu of our recently-published load shedding schedules, rest assured that *iLiveSafe* is not subjected to such arrangements. Our call centres run 24/7, 365 days of the year. Put our name on your game plan and we will make sure the ball never leaves your court."

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. 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.

Photo Captions:

Mapaseka makhanya: *iLiveSafe* brand ambassador and 2013 South African Sports Woman of the year Mapaseka Makhanya out on the road with her *iLiveSafe* armband. Makhanya recently joined *iLiveSafe*, endorsing the product and driving the key messages around the importance of identification and having an emergency gameplan specifically in the running community. **Photographer: Reg Caldecott**

Spies Family: Springbok and Bulls player Pierre Spies who recently came back from injury, and his family sporting their iLiveSafe armbands. Spies (and his family) represent the iLiveSafe brand based on the fact that it is a total family solution when it comes to emergencies and having a safety gameplan. **Photographer: Reg Caldecott**

Live5: A close up of the iLiveSafe armband

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