

Pretoria, June 22 2015 – iLiveSafe, the leader in complete identification, safety and rapid response, announced today that it's My 24/7 Service product was used to initiate the rescue and medical transport of a Pretoria cyclist.

Since their launch in 2013, iLiveSafe products have been used to initiate thousands of rescues and roadside assistance call outs through their innovative personal safety products.

Founded by individuals with decades of experience in emergency care, iLiveSafe offer their clients peace of mind by allowing them to choose a package which provides access to personal identification in the event of an accident, a 24 hour crisis line, and their Take Me Home and Get Home Safely services. Since the company's launch their clients have come to depend on iLiveSafe's life-saving capabilities.

A recent example of this is the rescue of Pretoria resident, Andre De Beer. Andre set off on a mild Sunday morning cycle ride planning a recovery ride of 70km to Ludwig Roses on his mountain bike. Along the tar road as he neared the farm a small truck suddenly forced him to veer off the road. Andre was alarmed by the driver's behaviour but as he saw three armed men exit the truck and start moving toward him he feared that his worst nightmare was coming true.

At gunpoint he immediately made his intentions to cooperate with them clear. They demanded that he hand over his cell phone and wallet to them. Andre had, as most cyclists do, not brought his wallet along with him and instead only had R100 in his shoe. At hearing this, the men became angry. They forcibly threw Andre from his bicycle – breaking his tailbone in the process – and made off with his bike, cycling shoes, running shoes and the R100.

Andre then tried to get out of the situation by running across the road. But the terror was not over. His attackers chased him and when they reached him began beating him with a pipe over his abdomen. They then pushed him into a Sekelbos bush causing his clothes to tear and cuts all over his body. They viciously hauled him out of the bush and forced him onto his hand and knees before using a gun against his head to push his face into the tar.

"I lay there not knowing if these were the final moments of my life," said Andre. "But I knew it was finally over when I felt him pull back the gun and a few seconds later heard the vehicle pulling away." Almost naked, covered in blood from head to toe and trembling with panic and shock he starting half crawling, half walking along the road holding his hand up for help. About 1.2km from the scene, Andre realised that he had arrived at the home of someone he knew. As soon as he reached them he asked them to call the number on his iLiveSafe armband. Within minutes they had been in touch with the call centre who advised him on what steps to take next regarding medical treatment and informed his wife – who was in Potchefstroom at the time – of what had happened.

"Although I was still in shock, I started to feel safe knowing that help was on the way," Andre said. "I know that being with iLiveSafe definitely means living safer."

Andre is just one example of a recent spate of attacks on cyclists. Typically when out on a ride cyclists carry the bare minimum with them which impedes the process of cooperating with potential attackers as is advised in such a situation. You stand to lose your bike and cellphone but the innocent and subtle iLiveSafe bracelet around your wrist will keep you safe and allow you to get in touch with those who will send help.

The ability to send emergency response, to inform your emergency contact person and to dispatch additional safety assistance are just some of the services included in iLiveSafe's basic plan which is available from as little as R39 per month. Additionally, iLiveSafe offers three ascending packages priced from R69 to R399 per month and which covers additional services such as trauma counselling, assistance with missing persons, telephonic medical advice, a personal health advisor, hi-jacking assistance, roadside assistance and assistance with stranded minors. The iLiveSafe call centre is staffed 24/7 with dedicated and highly trained operatives who have access to emergency responders across the country, to ensure timely and efficient response to you in an emergency situation.

For more information visit www.ilivesafe.co.za or Like the iLiveSafe Facebook page.

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