

PRESS RELEASE FOR ILIVESAFE
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TITLE: Tis' the Season to be Jolly...and safe!

December holidays – that magical time of the year where the majority of Gauteng residents exchange their untanned corporate bodies for suntanned beach bodies, and when you can spot a *Vaalie* a mile away. It is a time of family, celebration and a well deserved rest away from the everyday chaos of life. Unfortunately, it is also a time of the year where the death toll rises annually on our country's roads, where there are more casualties on our beaches and where more children go missing than any other time of the year.

“The December holiday season is a much celebrated and loved time for most South African families. It has almost become an institution – a tradition – which families uphold over decades,” says Pierre Spies, renowned sportsman and Commercial Director of the recently-launched identification, safety and rapid response solution *iLiveSafe*. “Sadly, this time of the year is also called ‘silly season’, but for more reasons than one. In December 2013 alone, a staggering 1 347 people were killed on our roads en route to or from their various holiday destinations.”

The figure of death tolls on our roads also seems to climb every year, despite the vast efforts of institutions such as the Road Traffic Management Corporation (RTMC) and national campaigns such as “Arrive Alive”. In an effort to ensure that drivers stay alert and awake, there has also been an increase in rumble strips and strategically placed cat's-eyes across our country's major roads. Flashing billboards are even calling upon drivers to “stop and rest when tired”. But despite these efforts, the death toll continues to rise every year, leaving many families shaken to the core by tragedy.

“I believe that the time is now. South Africans need to empower and equip themselves with the knowledge and the correct tools

to ensure that their December holiday is unforgettable for all the right reasons," adds Pierre. "With the help of *iLiveSafe's* identification, safety and rapid response solution for your entire family, you can go on holiday knowing that you will be well looked after in the event of any emergency situation. And in the meantime, I believe it is important for every head of the home to sit his or her family down and discuss safety measures – not just for on the road, but also for the beach, at the airport or just in general."

Here are some tips for when travelling long distances to your holiday destination by car:

- Ensure your vehicle is properly maintained and do a full safety inspection before you go on holiday.
- Plan your holiday and the route which you plan to travel in advance. During peak season when roads are especially busy, consider leaving earlier or later to avoid heavy traffic.
- Keep your valuable items in the boot of the car to avoid possible hijacking incidents.
- If you are travelling with children, remind them not to talk to strangers. Accompany them to the rest rooms when you stop.
- Have emergency and roadside assistance information on hand should an emergency occur.
- Stop every two to four hours, stretch your legs, keep well hydrated and remember that the travelling is part of the journey.
- Make sure you are not distracted and rest well before pursuing your long journey. Plan to sleep over at the halfway mark if you must.

"I would also urge parents to talk to their children about the non-negotiable rules which should be set in place before the holiday even begins," comments Pierre. "This includes rules such as 'don't talk to strangers, don't accept any sweets/drinks/food from strangers, don't go somewhere without telling a family member/friend where you are going, stay well hydrated and wear sunscreen while on the beach, listen to the instructions of the lifeguards on the beach and trust your own instincts at all times'."

If you and your family members subscribe to one of *iLiveSafe's*

comprehensive packages, it is also imperative to wear your yellow identification armbands at all times. This grants paramedics access to all your medical and medical aid information in the unfortunate event of an accident. *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.

“My wish for every single South African is to enjoy a happy, safe, accident free and protected holiday season as well as a prosperous and healthy new year,” concludes Pierre. “I believe that *iLiveSafe* has what it takes to ensure that you and your loved ones see many more beautiful destinations together – in 2014 and beyond.”

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

Photo Caption: *iLiveSafe's Commercial Director Pierre Spies, visiting the Danville Liggiehuis in Pretoria last week.*

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