

PRESS RELEASE FOR ILIVESAFE
FOR IMMEDIATE RELEASE
ISSUED BY OXIGEN COMMUNICATIONS
DATE: 5th MARCH 2015

TITLE: *iLiveSafe* – your calm amidst the chaos

It is safe to say that 2015 has started off with a bang for most of us. As some of us are already daydreaming about our next holiday, reality dictates that we are caught up in the day-in and day-out chaos that is our lives. But it doesn't just begin and end within our own little worlds – instead we are constantly surrounded (and bombarded) by technology, the “next best thing”, trends, world events, current affairs, loadshedding, the State of the Nation Address...and more often this leaves us feeling hopeless instead of hopeful. And amidst all this chaos, we are expected to feel safe. But how?

“Let's face it: we live in a crazy world,” says Pierre Spies, famous sportsman and brand ambassador of the much-revered identification, safety and rapid response solution *iLiveSafe*. “With so much happening in our lives, and with technology ever-increasing the pace of everything, it takes a lot of effort to keep all the plates in the air.”

There is so much pressure on the average South African nowadays. We feel the pressure of our economy. The pressure of our current political status. The pressure of the fuel price that never seems to go down long enough for us to catch

our breaths. The pressure of a tight loadshedding schedule which is the direct result of poor infrastructure management. And at the end of a long, hard day in which most South Africans spend a considerable amount of time staring at the number plate of the car in front us in traffic, we feel the pressure of posting on Facebook just how amazing our lives are for all of our “friends” to see.

“Tied in with the pressures most of us experience on a daily basis, are also our innate needs. Very often these needs dictate how and why we spend our time, money, energy and our resources – it is our driving force, and in essence the reason we live,” comments Pierre.

“Abraham Maslow, in his extensive studies regarding human psychology, established that all humans have a hierarchy of needs, and safety is one of them. This includes security of body, of employment, of resources, of morality, of the family, of health, and of property.”

It is clear to see why safety plays such an important role in our lives – it is ingrained in the very fibre of our beings. It's in the genetic makeup of the *Homo sapiens*. But if our safety is such an important need to us, why are we still taking so many risks with it, especially in light of the chaotic and very tumultuous times which we find ourselves in?

Enter *iLiveSafe* – a complete identification, safety and rapid response solution for the whole family that was designed to help satisfy one of our most basic human needs: safety. The *iLiveSafe* concept is divided into four packages, namely the *Bronze Option*, the *Silver Option*, the *Gold Option* and the *Platinum Option*. The *Bronze Option*, as the introductory package, includes services like *My Identification*, *My 24/7*

Rescue and My Assurance.

“In the *Silver Option*, members will have access to nine key services which include emergency medical reaction services, assistance during hijacking and even support with missing persons,” adds Pierre. “The *Gold Option* has 16 key service offerings, whereas the *Platinum Option* covers everything from trauma counselling to emergency travel and accommodation assist. Whatever your safety needs might be, we assure you that it will fall under one of our 17 categories.”

For more information on iLiveSafe and its wide range of products you can sms “SAFE” and your email address to 45805 (SMS charged at R 1.50), or visit the website at www.ilivesafe.co.za.

Photo Captions:

Band: A picture of the iLivesafe wristband.

IMG 4471: Netcare staff sporting their iLiveSafe wristbands.

Ends.

MEDIA CONTACT:
Oxigen Communications
LJ Swart
lj@oxigencomms.com
082 888 9302