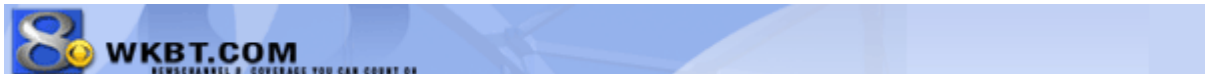


[<<Back](#)



Add 'ICE' to your cell phone contacts in case of emergencies

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Tri-State Ambulance is teaming up with US Cellular and Verizon to help people be better prepared in an emergency.

Together they will promote putting ICE, or In Case of Emergency Contacts and medical information in cell phones.

By simply typing the letters I-C-E before a contact name, paramedics will be able to find and call the emergency contact.

Tri-State Ambulance says ICE contacts can save hours of researching who the victim is and what medical attention is needed.

"Hours can mean life and death, especially whe you look into blood types or medication allergies," said Tom Tornstrom.

Tornstrom says very few people in the La Crosse area are putting ICE contacts in their phones, but hopes that more will start.



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