

## *A Personal Message of Urgency & Concern*

*Even with a nationwide awareness push on being **prepared for emergencies**, many of us procrastinate when it comes to being prepared.*

*The Ice-Qube is my contribution to the US Homeland Security **Resolve To Be Ready 2008** effort. My support of family, corporate and government emergency preparedness is the patriotic message that should be heard loud and clear.*

*Much has been written, but the simple fact is preparedness requires actionable planning, practice and having provisions for survival. In fact, Homeland Security recommends a kit with emergency supplies that can sustain you and your family for at least three days on your own, maybe longer.*

*Consider these nature driven events: Hurricanes, Tornadoes, Wind, Volcanoes, Tsunamis, Earthquakes, Floods, Thunderstorms, Wildfires, Winter Storms, and even Celestial Events. Now consider man made catastrophes: Terrorism, Airplane Accidents, Oil Spills, Pandemics, Nuclear Disasters, Explosions, Biological Threats, Chemical Threats, Contamination, and who knows what else.*

*Ask yourself: Am I or my readers prepared for a disastrous emergency? Crisis are unexpected and you may encounter situations and circumstances that challenge even the best plans.*

*Yes, this is an ominous subject, but most of us continuously put off preparation until it is too late. Emergencies readiness requires education, encouragement and opportunities that should be acted on to survive. A prepared community reduces the demands on government, freeing them to work on most critical demands and a prepared household guarantees that your family will have the supplies that make difficult times less difficult.*

*With the introduction of The **ICE-Qube, In Case of Emergency** as our contribution to Preparedness and Survival, families, individuals, corporations, government, and first responders have an option for comprehensive quality, name brand relief for Rescue, Survival, First Aid, Comfort and Hygiene. We see self reliance as an act of good citizenship.*

*How about getting the message out to the rest of our Nation? You can help by providing contact referral information for three **public influencers** who may be interested in this subject. We will provide them with an article addressing the need for comprehensive emergency preparedness or be available for interviews on this subject, about which we are passionate, to insure that the knowledge and resources we have accumulated is shared. A more prepared citizenry is our goal.*

*Thank you in advance for helping us to inspire action by spreading the word through your public influencer referrals. **Please click here to send them.***

To stay informed with Ice-Qube products or to receive our newsletter [please sign up here.](#)

**Ice-Qube**

Leslie Fastenberg  
President  
(516) 650-7690

Tom Taylor or Fran Cohen  
PR Contacts  
Marketing Advisory Group  
(631) 264-3802