

# A new way to be ready for emergencies

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With September being National Preparedness Month, Old Westbury resident Leslie Fastenberg thinks it's the perfect time to unveil her new high-end household disaster kit, the ICE-Qube.

A collection of items needed during emergencies—from first-aid kit, portable radio and blankets to hand tools to canned goods and bottled water—the ICE-Qube is designed to be stored and forgotten. That is, until emergency strikes.

Then, Fastenberg says, more than 100 safety, rescue, survival, medical and hygiene items are packed into one (16-inch by 16-inch by 18 1/2-inch tall) durable, steel container weighing 90 pounds. Two types of emergency kits are available online at ICE-Qube.com: The Quad (\$850) can sustain four people for three days; the original ICE-Qube for one is \$275.

Fastenberg began putting together her concept last winter, but she found that assembly and distribution of the ICE-Qube from the basement of her Old Westbury home was too much. She found a warehouse in Bethpage perfect for assembly and storage, and now she's launching the ICE-Qube in New York on Sept. 11.

"I-C-E stands for in case of emergency," she says, "and we think the kits are perfect for the high-end households who want something dependable in an emergency situation."