

Top Celebrities Support LIFESAVING MY NEXT OF KIN CARD

This really could save your life! Fast Contact with your family in an emergency, alert medics of your vital medical information

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This Card Could Save YOUR Life... Introducing The New 'My Next of Kin' Card

Non-profit organisation 'My Next of Kin' offer free cards to help increase the chance of survival

London UK, Monday 3rd September 2018 – UK based non profit organisation 'My Next of Kin' have announced the current availability of their simple yet powerful 'My Next of Kin' information card, designed to be carried discretely about a person and provide emergency services with immediate access to their next of kin and crucial medical details.



This Really Could Save Your Life

The latest 'My Next of Kin' card contains vital information about a carrier's medical needs along with easily accessible next of kin details, so if there's a medical emergency, loved ones can be reached immediately.



My Next of Kin Card - THIS REALLY COULD SAVE YOUR LIFE!"

Lee Hemington, Founder

Some might consider this card to be unnecessary, especially due to the common practice in the UK of listing an 'ICE' (in case of emergency) number in mobile phone's contacts. However, there's a fundamental problem that

emergency services face on a daily basis – how can a locked phone be accessed if the owner is unconscious or too injured to speak? Not only that, but in a large number of accidents, the screen's of today's mobile devices are prone to damage.

Supported by the National Police Chief's Council (NPCC), the [My Next of Kin lifesaver](#) card eliminates this problem by providing all of this information in a quickly identifiable, easily accessible and conveniently carried card. Individuals simply write the necessary information on the back of their card and store it in place where it can be easily found, such as a wallet, handbag or purse.

Many of the UK's public do carry named credit or debit cards as well as driving licences. Whilst these do provide information about the individual's ID, they don't tell the emergency services who to call in an emergency, meaning that it could be hours before a casualty's next of kin can be reached – hours which could be critical when a person is seriously ill or injured.

Non-profit founder, Lee Hemington is the man behind the inception of the lifesaver card. Lee learned about the pitfalls of not carrying medical information when his mother was taken ill and given 48 hours to live. Medical practitioners took 5 hours to finally track Lee down because his mother didn't carry any of this information on her person. As soon as the emergency services spoke to Lee, they were able to ascertain vital and previously unknown medical information about his mother's medical conditions that ultimately helped save her life.

Lee commented: "Many medical conditions can cause extreme symptoms but are often controlled by the correct medication, such as diabetes, asthma and severe allergies. In a medical emergency, professionals knowing this information could literally save their life! This is precisely the driving concept behind the 'My Next of Kin' card. We set this up to save lives and it does just that."

'My Next of Kin' has been recognised broadly as a non-profit with an incredible worth to the UK general public. Not only does the organisation work hard to spread awareness, but also offer the cards totally free of charge. Following its launch, 'My Next of Kin' has received the support of a number of high profile celebrities such as Gary Lineker OBE, Eamonn Homes OBE, Joanna Lumley OBE, Dame Esther Rantzen and the late Sir Bruce Forsyth CBE, amongst others.

About My Next of Kin

The My Next of Kin lifesaving card has been produced with one objective in mind: to save lives. It has proven its worth and provenance, especially with full support of the National Police Chiefs' Council.

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