

# Business

## Bell Cellular safety program

Bell Cellular, in cooperation with the Ontario Provincial Police, have launched two new safety programs designed to help fight crime and make it easier to report emergency situations from a cellular phone.

### CALL POLICE FLAGS

Bell Cellular has teamed up with Crime Prevention of Ontario and the Ontario Provincial Police (OPP) to provide 500,000 'Call Police Flags' to Ontario Motorists.

The large, visible, plastic flag bears an adhesive strip so a motorist can affix the sign to the rear window of the vehicle. The flag identifies the occupants as being in distress and urges passing motorists to "CALL POLICE".

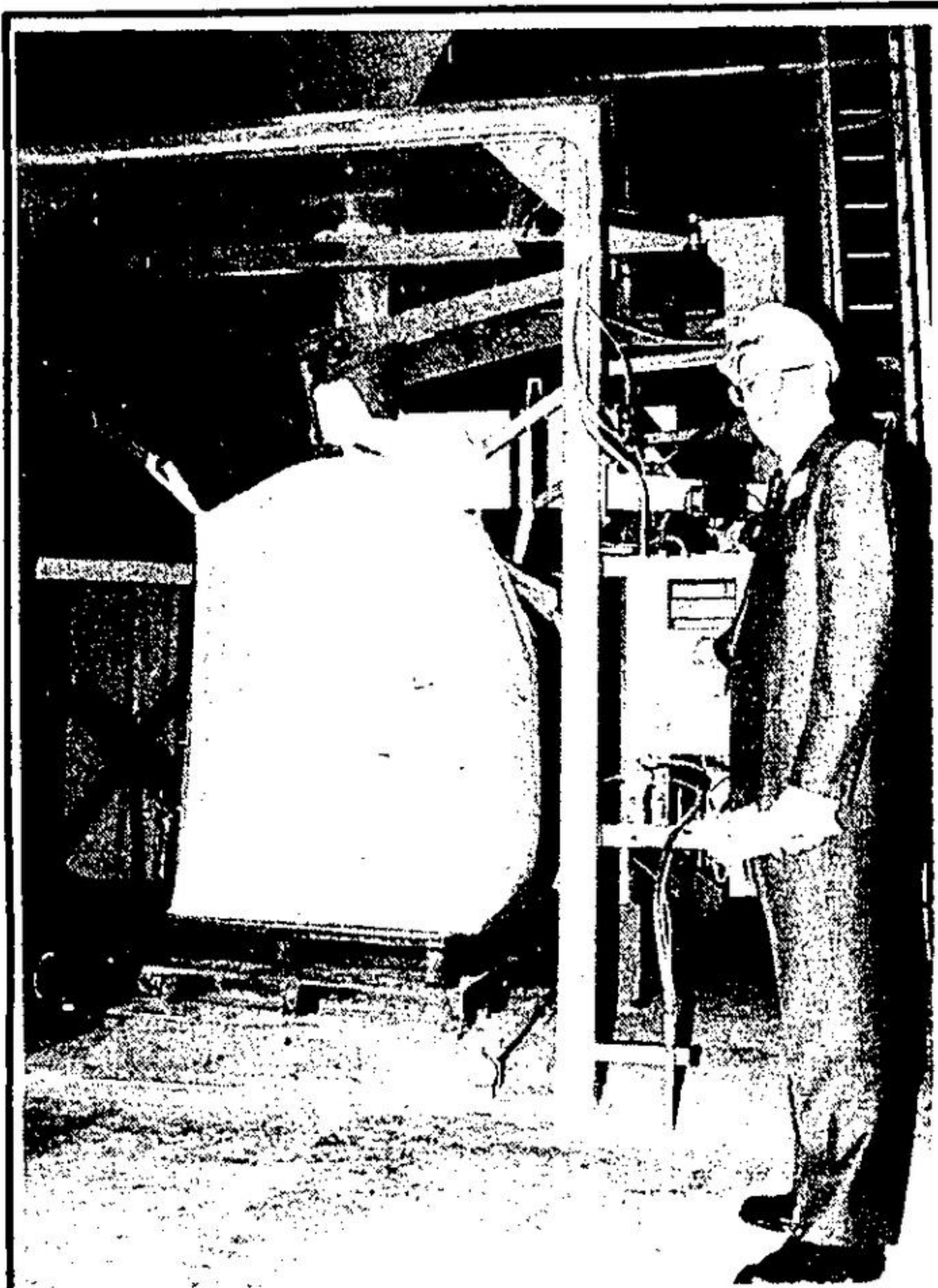
"The Call Police Flag Program was designed to help protect the motorist and help ensure the police are promptly notified," says Sgt. Peter McGuinness, Provincial Crime Prevention Coordinator for the OPP. "So far, the Program has been well received among the driving public."

Bell Cellular is urging all cellular subscribers in Ontario to be on the look-out for these emergency signs, and report the situation to the OPP immediately.

Call Police Flags are available across Ontario through local police services and OPP Detachments, at no cost.

"There are now over 140,000 cellular subscribers in Ontario, and these 'Samaritans' are ready to help make these emergency programs work," says Bob Latham, President, Bell Cellular. "We expect cellular subscribers will continue to make a significant contribution toward community safety by reporting emergency and non-emergency situations."

Both \*OPP and 9-1-1 cellular calls are free to Bell Cellular customers.



### BASF Open House

Don Constant, manager of Fortamix Products of BASF Canada Inc. in Georgetown, operates some of the machinery the plant recently installed from a control panel during an Open House held at the plant Thursday afternoon. The feed-mixing company completely modernized the plant, replacing all the old machinery with a technologically advanced mixing and bagging system. (Herald photo)

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