

## Cellular samaritans – helping people in need

Lending a hand in medical emergencies, reporting impaired drivers and aiding in apprehending criminals may sound like work for the police and not for the average person, but more and more citizens are jumping into urgent situations and making their communities better places to live in.

Thousands of people have made the call that saves a life or protects property. Who are these modern day heroes? They are

known as cellular samaritans and every month they make an average of 30,000 calls to 9-1-1 using cellular phones. Thousands more calls are made to local police emergency numbers.

### Cellular samaritans make communities safer

"On a dark cold night ... the phone was the best tool I could have had."

This sentiment, expressed by one person recognized as a cellular samaritan, is shared by many people who have submitted stories for consideration for Mobility Canada's or Cantel Annual Cellular Samaritan awards. Both companies recognize outstanding efforts by cellular customers who have acted to make their communities safer places.

"Cellular phones are extremely valuable

tools when it comes to reporting accidents or other emergencies," said Rod Williams, an inspector from the Ontario Provincial Police's Traffic and Marine Branch. "We join Mobility Canada and Cantel in urging people to use their cellular phones to help others."

The cellular industry in Canada offers the following tips for would-be cellular Samaritans:

- ✓ Stay calm when speaking with police and emergency dispatchers.
- ✓ Provide your exact location, the direction you are travelling in, the route you are on and any landmarks in the area.
- ✓ Provide as much detail as possible: colour, make and model and license plate of vehicle(s), description of people involved.

Every person has the power to lend a hand and help another person in need.

"This is a person's worst nightmare and is precisely why my husband bought a cellular phone for me," said one cellular samaritan who helped a car accident victim get help during a blizzard.

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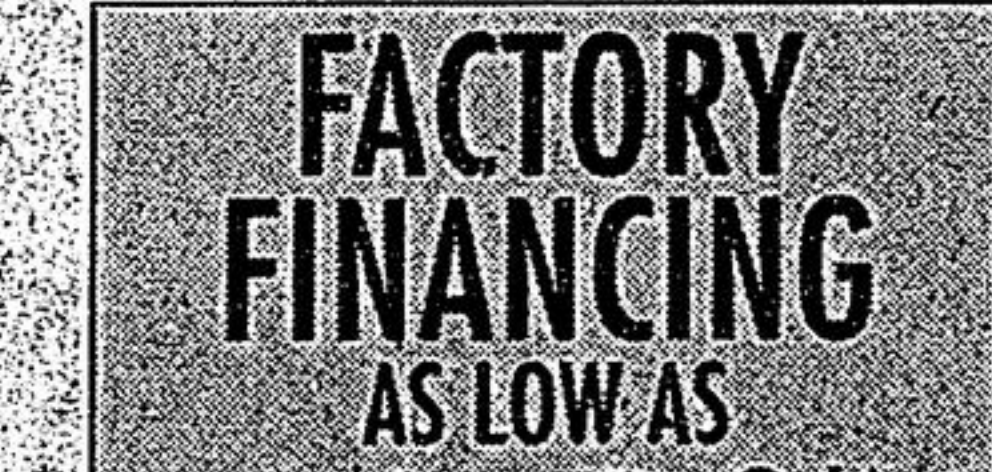
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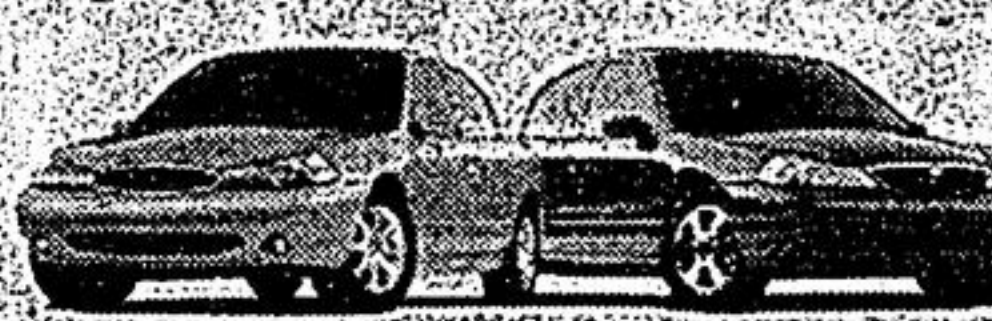
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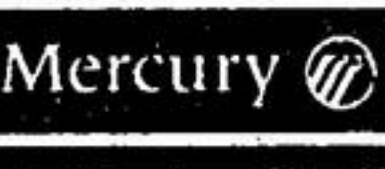
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## Car thefts costs every Canadian

Automobile theft is often thought of as a minor crime but in reality it's a serious problem in our society.

Let's dispel some of the more common myths around this growing problem.

**Myth 1:** Only sports cars or deluxe models are stolen. Who would want a two or three-year-old ordinary car?

Authorities report that the most popular makes are the most likely stolen and the least likely to be recovered. Ordinary sedans are the backbone of the lucrative stolen used parts market and therefore are the least frequently recovered.

**Myth 2:** Car theft is not really a big issue and everything is usually covered by insurance anyway.

In Canada, thieves steal a vehicle every five and a quarter minutes and a vehicle is broken into every thirty seconds.

"Auto theft is a crime that everyone pays for, especially insurers when their premiums are due," said Deborah Blewett, an auto insurance expert with The Co-Operators.

Car theft costs Canadian consumers about \$375 million a year in insurance premiums for unrecovered vehicles, damage to vehicles that are stolen and later recovered, and items stolen from vehicles.

**Myth 3:** Canada has a much

■ Please see page 19 ■

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