



Public Service Announcement

Local Contact:

Recognizing Frostbite – 30 sec.

A wind chill of minus 20 degrees can cause frostbite in just 15 minutes or less. Frostbite causes a loss of feeling and a white or pale appearance in extremities like fingers, toes, ear tips or the tip of the nose. If you have to go outside, cover up. Keep extra hats, mittens and scarves in your vehicle. If signs of frostbite occur, get medical care immediately. Stay safe this winter. Be prepared. For more information go to Ready.wi.gov.

LOCAL TAG: A message from _____.