



## Public Service Announcement

Local Contact:

### Winter Emergency Car Kit – 60 sec.

Sound . . . *phone ringing*

Dad Hello . . .

Teen Son Dad – we’re stuck in a snow drift out on the county road. The snow is really deep out here. I don’t know how we’re going to get out.

Dad OK, well first call 911. Then stay bundled up and don’t leave the car . . .

Teen Son But Dad, It’s really cold. We don’t have coats or anything. We were just at the game, and it’s always hot in the gym.

VO No car should be on the road at this time of year without a winter emergency car kit. Make sure your kids have coats, boots, hats and gloves stored in the car. You should also be equipped with blankets or sleeping bags; a good flashlight with extra batteries; a first aid kit; and a shovel, booster cables and a strip of bright fabric to signal for help. Don’t forget sand or cat litter to use for traction and high-calorie, non-perishable food. Stay safe this winter. Be prepared. For more information go to [Ready.wi.gov](http://Ready.wi.gov).

LOCAL A message from \_\_\_\_\_.

TAG