

MAMA Care Card™ – Ready to Save Lives – Ready to Give Back

CHICAGO, June 10, 2008 – The MAMA Care Card™, a compact, personal medical information file is now available and ready for distribution throughout North America. No larger than a standard credit card, MAMA, an acronym for “Medical Alert! Medical Alert!” is a personalized form for individuals to carry with them at all time that lists vital information regarding their health such as medical conditions, medications being taken and/or allergies to same, plus physician and emergency contacts. Recently, there have been numerous stories on national news that have stressed the importance of information of this kind being available, particularly when it may make the difference between life and death, and especially if individuals are unable to speak for themselves.

Giving Back! A portion of the net profits from sales of the MAMA Care Card will be donated directly to resources that can provide help to people who are uninsured, underinsured, or unable to get medical care or medication through conventional channels.

Built on the premise that “Nobody cares like Mama”, the MAMA Care Card is a low-cost vehicle that can be customized for individual companies and organizations and at the same time, provide a public service that is virtually incalculable.

Fern Silver, of Fern Silver, Ltd., <http://www.fernsilver.com/>, conceived the MAMA Care Card. Ms. Silver is a motivational specialist with more than 25 years experience helping people and organizations improve performance, morale, retention and service. The inspiration for the MAMA Care Card came about as the result of her brother preparing for an international trip when he was asked if he had a file of his medical information with him. The MAMA Care Card provides the perfect solution and is now being offered for sale to corporations for distribution to their clientele, employees, friends and families.

Widely attributed to Victor Hugo in 1852, the expression “Necessity is the mother of invention,” is at the core for Fern Silver’s creating the MAMA Care Card. “I have always strived to be part of the solution by helping to save and give the gift of life,” said Ms. Silver.

For more information about the MAMA Care Card, please contact Fern Silver at 773-338-3434 or visit <http://www.fernsilver.com/>