



Safety Girl™ Roadside Emergency Kit Announces New Ownership

Now Made in USA under new ownership. "SafetyGirl™ Roadside Emergency Kit ~ The First Emergency Kit to Recognize Chocolate as a Survival Essential"

SPOKANE, WASHINGTON ([PRWEB](#)) December 12, 2005 -- Taking the roadside emergency kit out of the hardware store and putting it in stylish gift boutiques, the Safety Girl Roadside Emergency Kit for women is the first of its kind to combine first aid and survival tools with everyday "emergency" items like chocolate, nail file, aromatherapy headache remedy and more. The Safety Girl Roadside Emergency Kit, previously based in Vancouver, B.C., has been relocated to Spokane, Washington.

In the tradition of "a spoonful of sugar makes the medicine go down", Safety Girl set out to create a roadside emergency kit that stood a greater chance of ending up in women's automobiles. According to the new company CEO Sarah Gilcher, the concept of matching serious emergency gear with health and beauty essentials (and chocolate) then packaging it in a stylish and compact tin suitable for the gift market attracted immediate interest. With the participation of Johnson & Johnson, Unilever Canada, Bausch & Lomb and others, the Safety Girl Emergency Kit was introduced to the Vancouver market in December 2003. Within a week of its debut, the product was chosen to be included in the official gift basket for the 30th Annual People's Choice Awards and has been featured on Entertainment Tonight, Extra!, eTalk Daily, Life & Style TV, MTV Canada, as well as on the hot lists of InStyle.com and Flare ~ Canada's fashion magazine, among others.

Equipping women for serious emergencies, the Safety Girl Roadside Emergency kit contains a Space® Brand Emergency Blanket, Instructions to Change a Flat Tire, Instructions to Jump Start a Dead Battery, emergency candle, safety matches, bandages, antiseptic wipes, emergency contact list, purified water, as well as an accident record for all of the essential information needed following an accident - with accompanying pencil. In anticipation of everyday emergencies, the kit also contains Zox™ Breath Freshener, OxiClean® Instant Spot Remover Wipe, Dove™ Anti-perspirant, Speedy Clean Cleansing Wipes, Balm of Gilead Aromatherapy Headache Remedy, Safety Girl Lip Moisturizer, an 18 piece emergency sewing repair kit, o.b.® tampons, Sight Savers® Eyeglass Lens Cleaning Tissue, professional nail file, and Ritter® Sport Chocolate. The 22 piece kit retails for \$29.95 at gift, cosmetic and accessories stores, or ordered online at www.safetygirl.com.

Gilcher may be reached for further information or interviews at info@safetygirl.com or (509) 844-4215.

Downloadable, high resolution product photos can be accessed with this hidden link:

<http://safetygirl.com/press/>

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Online Web 2.0 Version

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