

# Guide Light embraced in King, proven to save lives

By **Mark Pavilons**

A close-knit community looks after its own.

That sentiment is behind a project supported by fire departments in York Region.

The Guide Light program aims to ensure that every senior, living independently in their own home, is taken care of.

The lights are embraced by the King Township Fire & Emergency Services, where volunteer firefighters are installing them for the public, with support from local Lions Clubs.

This simple, intelligent light bulb, complete with its own remote, brings help right to your door. In fact, it's been proven to save lives. Each bulb is synchronized to the remote.

You simply replace your existing exterior light bulb with the Guide Light. In the event of an emergency, it flashes red, alerting first responders and neighbours of trouble. The light can be seen upwards of three to five kilometres away!

Day or night, emergency personnel can find you much faster.

And when seconds count, it can mean the difference between life and death.

Tony Nowzari, president and founder of Safety Aid, said it's ideal for neighbours as well, who often tend to be on the lookout for the well-being of others in their community. There have been instances when neighbours have come to the aid of Guide Light users.

Nowzari is quick to point out that he's dealt with several fire chiefs in York and beyond, who are examining the light's potential.

Nowzari added the product has been in Canada just over a year now. He began his company after his father-in-law suffered a heart attack in a metropolitan community, and emergency crews had trouble finding the home in bad weather.

He came across many cases in his research where the Guide Light would have made a big difference.

Nowzari also donates a portion of his sales to first responders and seniors' organizations.

For more on the product itself, contact Nowzari at 416-749-6660 or [Tony@safetyaid.com](mailto:Tony@safetyaid.com). Visit [www.safetyaid.com](http://www.safetyaid.com)