



Guide Light promotes public safety

By Mark Pavilons

Is saving a life worth the price of lunch?

The answer is obvious, and there's an effort to promote public safety with an affordable piece of tech that every homeowner should have.

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.

All you have to do is 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 three to five kilometres away! Day or night, emergency personnel can find you much faster and when seconds count, it means 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.

King Fire and Emergency Services has embraced the Guide Light, and installed them in hundreds of King homes. The goal is to have one in every home throughout the township.

During regular home visits by fire services personnel, ensuring residents have working smoke and carbon monoxide alarms, they're now offering the Guide Light. Fire Chief Wall said they are beginning to track the addresses where the light is being installed and this feature will enhance the 911 system.

The program has taken off locally thanks to the support from Nowzari and local Lions Clubs (Schomberg, Nobleton, King City). Nowzari has donated several hundred lights.

Nowzari is quick to point out that he's dealt with several fire departments across Canada, and the light has been a major hit in Alberta.

An inventor and businessman, Nowzari said he has patented the Guide Light and is working on another public safety "game changer," a wifi remote that will access all home safety systems efficiently, without any monthly fees.

If you would like one of these lights, contact the King Fire & Emergency Services at 905-833-2800.

For more on the product itself, contact Nowzari at 416-749-6660 or Tony@safetyaid.com

The Guide Light has already proven to save lives

By Mark Pavilons

The innovative Guide Light has saved lives. And, it's creating safer communities.

The brainchild of Tony Nowzari, president and founder of Safety Aid, the Guide Light is ideal in neighbours where we tend to look after our own.

There have been instances when neighbours have come to the aid of Guide Light users.

George Koss, an 87-year-old man from Toronto, fell and knocked himself out. When he regained consciousness, he activated the Guide Light and help arrived.

The Guide Light saves valuable

seconds during an emergency, and in Koss's case, saved his life.

In another incident, a couple called the local fire department and waited for their arrival. Tina saw the flashing lights at the bottom of the street and realized that they were having a hard time identifying her house so she activated the Guide Light and that directed them to her front door.

"If it wasn't for Guide Light I don't know what would have happened to my husband. He was bleeding really bad and we both were scared. Guide light brought attention to our home for the first responders and our neighbours. I highly recommend this light to anyone. Guide Light is a life-saver," Tina said.

Nowzari said time is of the essence, especially during instances of heart attack, stroke or choking.

Nowzari has been touring across Canada, promoting the Guide Light to first responders and fire departments. He noted emergency personnel are amazed at the time they're saving responding to calls. The light has been particularly effective in coastal areas that experience "black fog."

Nowzari said the applications of the Guide Light are limitless. They can be installed at schools and triggered during lockdown situations, alerting emergency responders.

King Fire and Emergency Services has embraced the Guide Light, and installed it at many residences.

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!

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.

For more on the product itself, contact Nowzari at 416-749-6660 or Tony@safetyaid.com