

Got Desert I.D.?

WHO IS THIS PERSON?



We all know that we should never ride in the dunes alone. Even though we have all been taught this rule since we have been going to the dunes, we have broken it at

one time or another.

We may just go for a quick test run, a trip to the store, to meet someone or just to feel the wind in your hair?

When we get to the dunes, the first thing we do is to take our wallet and lock it up someplace safe, so it doesn't get lost in the sand.

We then take the long anticipated "I'll be right back", "I'm just going up the road" trip.

What would happen if while you were on that

"quick trip" something catastrophic happened to you? How would anyone know who you are?

This happened to our friend Mike Roark. He told his friend Russ, he would follow him back to camp and never showed up. When Russ went looking for Mike, he found EMT's, life flight and rangers all grouped around a body under a sheet on the ground. Mike's buggy was nearby. Mike had his ID on him, but no one knew where he was camped. If Russ hadn't found him, it would have been hours before Mike's camp and loved ones were located, if it was even located. A very sobering thought when you think of friends and loved ones waiting for his return.

This scary situation prompted Russ and his wife

Valerie to come up with a new program called "Got Desert ID?"

Working in conjunction with officials at the dunes, they are implementing a way to ID an locate all dune lovers.

The easy to fill out yellow fluorescent cards will list pertinent information, such as: name, contact information, medical alerts, license plate number and Camp/GPS location.

The cards will easily attach to any Sand Rail, Quad or Motorcycle.

This way no one will ever have to wonder:

WHO IS THIS PERSON?



GET YOUR "GOT DESERT ID" TODAY!

With the complete support of the BLM and emergency response teams our first weekend in the dunes with these information cards there are over 12,000 out to the dunes.

This is a great start but we need to get the cards seen below to everyone.

They are in heavy vinyl pouches that can be simply zip tied in plain site to any vehicle. Our first priority is to purchase defibrillators for the emer-

gency vehicles in the dunes and other desert areas, **this is only possible through your generous donations and support.** Don't go to the dunes without one... get yours today.



WWW.GOTDESERTID.COM