



Free Personal Safety app

A free app for smartphones has been designed to protect both men and women from possible danger.

Hollie Guard turns your smartphone into a personal safety device.

If in danger simply shake your phone to generate an alert, your location, audio and video evidence of the incident will automatically be sent to your emergency contact via text and email. Shake it again and it sends out a high pitched alarm and the flash starts to strobe, in order to attract maximum attention.

From the moment Hollie Guard is activated, your location is tracked and can be viewed in real time by your emergency contact. Evidence is not stored on the smartphone but on secure servers so that it can be used as future as evidence.

Hollie Guard also contains many other features including:

If travelling the Journey feature allows you to notify your friends, family and co-workers of your movements. An email or text will be generated and sent to your emergency contacts when you have safely completed your journey.

Meetings allow you to identify when you are going to a meeting or working alone. An alert will automatically be created if the timer expires or you do not cancel the meeting.

Man down facility provides extra protection for users in situations where injury or personal immobilisation is possible by flagging sudden deceleration, non-movement and impact.

Hollie Guard is ideal for children, teenagers, athletes, lone workers, stalking and domestic violence victims.

Hollie Guard was developed by Panic Guard Ltd for the Hollie Gazzard Trust and is named after Hollie. The Hollie Gazzard Trust was set up after the murder of Hollie Gazzard at her salon in Gloucester in 2014 by her then boyfriend - Asher Maslin, who had actively stalked Hollie during an abusive relationship.

The Hollie Gazzard Trust supports young hairdressers and charities fighting domestic abuse and anti-knife crime. Hollies' father Nick is the chairman of the trust and believes this app will make a difference. "It is another weapon against domestic abuse and stalking and will surely save lives," he said. "It will make the users feel safer when out there and this is what we want. Video and voice recording will also be extremely useful if evidence is required at a later date. Making the app free to download will not prevent anyone owning a smartphone from having this essential facility."

To register for an account or download a free user guide please visit www.hollieguard.com

Download the app via Google Play and the Apple Appstore

For more information about the Hollie Gazzard Trust please visit the website www.holliegazzard.org

For further personal safety advice: www.suzylamplugh.org

Suzy Lamplugh Trust – National Stalking Helpline: 0808 802 0300