



## CANADIAN BLOOD SERVICES IN TORONTO LAUNCHES HOLIDAY CAMPAIGN AT CANADA LIFE CLINIC

**Toronto, December 5, 2001** – Canadian Blood Services in Toronto kicked off its holiday campaign with a media event at the Canada Life Blood Donor Clinic in Toronto today.

Among those participating in the launch were CBS Centre Director Bruce Goss, Canada Life Human Resources Vice-President, Mark Cummings, and Hannah Munro, 7, of Barrie, a survivor of childhood cancer.

This year's campaign theme is "Sometimes the best gifts come in small packages" because for someone needing blood, the best gift they receive over the holidays could be a blood donation. The "Best Gifts" campaign encourages Canadians to give blood or plasma during the holidays or request an information package for the Bone Marrow Registry.

The local goal is to raise 22,000 units of blood between November 13 to December 31.

"I'm delighted we launched the holiday campaign at the Canada Life Donor Clinic. Between 1958 and 2001, the clinic has collected 18,176 units of blood. This equates to individual 72, 704 blood products that have saved many, many lives," said Bruce Goss, CBS Centre Director.

"Canada Life's proud tradition of hosting Canadian Blood Service donor clinics is representative of our employees' commitment to helping people achieve more in their communities, in ways that extend beyond financial contributions," said Mark Cummings, Human Resources Vice-President for Canada Life.

As a survivor of childhood cancer, Hannah received 10 transfusions of whole blood and five donations of platelets after undergoing chemotherapy at Sick Children's Hospital when she was 18 months old. She became one of the first Canadians to be helped by a stem cell transplant of which completed her treatment in July 1996.

Today, Hannah is a happy and healthy Grade 2 student at Willow Landing Elementary School in Barrie. Her parents, Dave Munro and Kathy Lynn are active in the Childhood Cancer Foundation - Candlelighters, a support group for parents of children with cancer.

Munro encourages all eligible Canadians to donate blood or plasma because, "you never know when you will be needed to help save a life. Hannah's illness came as a complete shock to us."

The holiday 2001 campaign is part of Canadian Blood Services' **Roll up your Sleeves, Canada!** challenge. The goal of the challenge is to have an additional 160,000 people become regular donors by the end of the year 2005. This would raise the percentage of Canadians who regularly

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give blood from three to about five per cent and would permit us to collect the one million units that CBS estimates it will need to meet patient needs.

Canadian Blood Services is a national, not-for-profit charitable organization that manages the blood supply in all provinces and territories outside of Quebec and operates the country's bone marrow donor registry. CBS operates 43 permanent collection sites, 11 bone marrow donor centres and more than 10,000 donor clinics annually. For more information, please visit our web site at [www.bloodservices.ca](http://www.bloodservices.ca).

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