



News Release

Kingston, Jamaica

April 15, 2009

Scotiabank To Donate 500 Units of Blood to the Blood Bank

- In major islandwide one week drive April 20 -24

The Scotiabank Group today launched its inaugural National Blood Drive to collect a target of 500 units of blood for the National Blood Transfusion Service, commonly known as the Blood Bank. The Blood Drive will be held during April 20-24, 2009, with major blood donation centers at Scotiabank Centre in downtown Kingston., Montego Bay Community College in St. James, Northern Caribbean University in Manchester, Scotiabank Santa Cruz branch in St. Elizabeth and Scotiabank Liguanea branch in St. Andrew as well as major hospitals islandwide.

The Blood Drive is being lead by the Scotia Volunteers, a cadre of over 700 members of staff who volunteer in community and national projects. Director of Public, Corporate and Government Affairs, Joylene Griffiths Irving said the aim of the drive is to encourage voluntary blood donation at a national level. "Scotiabank is aiming to bring attention to the fact that the Blood Bank is desperately in need of at least 350 units of blood everyday, and to led a mission to encourage as many Jamaicans as possible to become voluntary blood donors to save the lives of others."

In addition to donation from staff members, the Blood Drive will have the support of several well-known Jamaican personalities in the areas of health, education, sport, entertainment, arts and media, as well as several Rotary and Kiwanis clubs.

The first 120 units of blood collected will be donated to 20 children scheduled for heart surgeries at the Bustamante Hospital for Children, during the week of the drive. Members of the public who want to donate blood can call 1888 4 Scotia for information on the blood collection centers and opening times.

Scotiabank will also use the Blood Drive as an educational campaign to inform of the processes involved in donating blood, dispelling myths about blood donation, and to highlight other health issues such as anemia, poor circulation, hypertension and factors which impact blood donation.

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