October 1, 2007   For Immediate Release

DSBN Blood Challenge Starts Today

When teachers Catharine and Dan Armstrong visited Canadian Blood Services to donate, they were alarmed by the sign out front that read, "Immediate Need for Blood". While donating, the two discussed what they could do to help. It was that day that the DSBN Blood Donor Challenge was born.

"Originally, the challenge was going to be between Oakridge and Grapeview Public Schools," explained Catharine, "But, we have had such support for the idea, we decided to expand the challenge to all DSBN schools in St. Catharines." The goal of the challenge is to both raise the awareness of donating blood, and to encourage individuals to donate.

Catharine first became aware of the importance of donating blood when her mother needed an emergency transfusion. Had someone with her mother's blood type not donated, Catharine would not have her mother here today. Reflecting on her experience, Catharine said, "Not everyone has been in a position to need blood for themselves or for a family member, but it could happen to any of us, at any time."

The DSBN Blood Challenge will officially launch today at 4:30 p.m. at Canadian Blood Services when Director of Education Warren Hoshizaki rolls up his sleeve for the cause. Joining him will be Jim Morgan, Superintendent of Schools, Claude Ayotte, Principal of Grapeview Public School, Ian Wood, Principal of Oakridge Public School will be making his 71 donation, and Ronna Lockyer, Principal of Alexandra Public School.

The **DSBN Blood Donor Challenge** runs for the month of October. To join the DSBN Blood Challenge, call Canadian Blood Services at 905-646-0350.

What: *DSBN Blood Donor Challenge*
Where: Canadian Blood Services, 395 Ontario Street (905) 646-0350
When: Launch on October 1 at 4:30 p.m.

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