



City of Peterborough Backgrounder

Mayor Daryl Bennett Asks Residents to “Rally Together to Save Lives”

As the demand for blood increases year over year, Mayor Bennett is calling on more residents of Peterborough to “Rally Together to Save Lives”. “Rally” is the blood agency’s new recruitment campaign aimed at growing the donor base to 500,000 active blood donors and to recruit 100,000 new blood donors each year across Canada by 2015.

For information on Mayor Bennett’s Labour Day Blood Drive call 1-888-2-DONATE (1-888-236-6283), or visit www.blood.ca.

About Canadian Blood Services

Canadian Blood Services is a national, not-for-profit charitable organization that manages the supply of blood and blood products in all provinces and territories outside of Quebec. Canadian Blood Services also oversees the OneMatch Stem Cell and Marrow Network, and provides national leadership for organ and tissue donation and transplantation. Canadian Blood Services operates 43 permanent collection sites and more than 20,000 donor clinics annually. The provincial and territorial Ministries of Health provide operational funding to Canadian Blood Services. The federal government, through Health Canada, is responsible for regulating the blood system. For more information, please visit www.blood.ca, follow on Twitter @itsinyoutogive, visit the official Canadian Blood Services Facebook page or YouTube channel, or call toll-free at -888-2-DONATE (1-888-236-6283).

Did you know that it can take:

- 50 units of blood to help someone in a car accident
- 2 units to help someone who needs brain surgery
- 5 units to help someone in cancer treatment
- 8 units a week to help someone with leukemia
- 5 units to save someone who needs cardiovascular surgery
- 2 to 8 units to help someone with internal bleeding
- 2 units a day to help someone undergoing a bone marrow transplant
- 4 units a month to help someone with Aplastic Anemia
- 2 units for a hip replacement

Other compelling statistics include:

- 43% of first time donors go with someone else to donate
- Approximately 1 in 2 Canadians are eligible to give blood. Last year 1 in 60 actually did.
- 52 per cent of Canadians say they or a family member have needed blood or blood products for surgery or for medical treatment.
- Every minute of every day, someone in Canada needs blood
- A healthy person can donate blood every 56 days
- Canadian Blood Services is in your community – there are over 20 000 clinics nationwide
- The donation process takes 1 hour – actual collection only takes approx 10-15 minutes

What's Your Type?

What is your blood type? Most people don't know, but Canadian Blood Services is making it easy for you to find out. It only takes a couple of minutes to find out if you are an "O", "A", "B" or "AB" and your RH factor. Just visit one of the "What's Your Type" displays and talk to Blood Services staff.

No matter what your blood type is Canadian Blood Services needs you. Only 3.5 percent of Canadians currently donate blood. Your donation of blood could help save the lives of three people. Every unit of blood is broken down into three components; plasma, red cells, and platelets. Each of those may go to different recipients.

Healthy individuals, between the ages of 17 and 71, can give blood every 56 days. All blood types are needed, with a special need for donors with type "O-" blood.

In support of the blood drive, blood typing booths have been scheduled as follows:

Peterborough Public Library, Conference Room
Thursday, August 4th – 11:00a.m. to 2:00p.m.

Peterborough Sport & Wellness Centre
Monday, August 8th – 7:00a.m. to 10:00a.m.

Lansdowne Place, Community Booth
Saturday, August 27th – 9:30a.m. to 6:00p.m.