



INSURANCE INDUSTRY BLOOD DRIVE

This blood donor drive gives Insurance Brokers the opportunity to Adopt a Clinic at the Winnipeg Blood Centre 777 William Ave, Monday to Saturday.

Adopting a Clinic would involve choosing a day that 777 William Ave is open and promoting blood donation on that day among colleagues, family members and clients. In return, promotional opportunities are available, including setting up a display, signage, donor giveaways and the opportunity to interact with donors.

Each month the Winnipeg Blood Centre needs to fill approximately **3900 appointments** to meet the needs of patients in our region. Your assistance in bringing in blood donations can treat cancer patients, bring a car crash victim through surgery, even help a transplant patient's new heart beat for the first time. Now that's truly powerful.

- In 2016, about 100,000 new blood donors will be needed to meet the needs of Canadian patients who require blood transfusions. Provincially, 6000 new donors are needed to maintain patient demand in Winnipeg.
- 1 in 2 Canadians will either need blood or know someone who will at some point in their lives. 1 in 2 people are eligible to donate, yet only 1 in 60 actually does.

"As President of IBAM, I am pleased to announce that the Insurance Brokers Association of Manitoba supports blood donations and the impact it has on the local community. Most people know someone who has needed blood and Adopting a clinic gives individuals an opportunity to give back. The Young Brokers Network and IBAM have been proud supporters and Partners of Canadian Blood Services for the past four years and I am looking forward to growing participation in this upcoming year."

*Tara Chammartin, CAIB
La Salle Insurance and Travel Services Ltd.*

For **Adopt a Clinic** Opportunities, please contact:
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