For Immediate Release

StarHub and Singapore Red Cross launch eight-day blood donation drive along Orchard Road

Longest and largest roadshow-cum-blood donation drive organised by the Singapore Red Cross and sponsored by StarHub

Singapore, 3 June 2004 – This June holiday, be one of the first 1,000 youths to take part in Orchard Road’s first longest blood donation drive, lasting eight days from 5 to 12 June.

The event “Vibrant Blood” is the brainchild of a group of zealous, like-minded young undergraduates from the NTU Chapter of the Red Cross Humanitarian Network (RCHN-NTU) who wanted to do something different during the school holidays.

StarHub is the Main Sponsor for the eight-day roadshow at Cathay Cineleisure Orchard (5 to 12 June) and the three-day blood donation drive at the Meritus Mandarin (10 to 12 June). This is by far the largest roadshow-cum-blood donation drive ever organised by the Singapore Red Cross.

Said Mr Edwin Tan Zhoujin, Chairman of the RCHN-NTU Chapter, “In response to the call from Red Challenge to help ensure sufficient blood supply during the June school holiday, the NTU Chapter of the Red Cross Humanitarian Network aims to encourage more of Singapore's “Y” generation to be blood donors. To attract this crowd, we are organising an additional blood donation drive, out of the NTU campus and right into the heart of Orchard Road. In support of this, students from other clubs and societies will be putting up an exciting array of outdoor performances. This is the first time we are bringing our blood donation to the masses and we certainly hope that in doing so, this can help us meet our target of recruiting 1,500 youth donors to help save precious lives.”.

“StarHub is glad to partner the Singapore Red Cross and work with youths from the NTU Chapter for “Vibrant Blood”. As a young and dynamic info-communications provider, we hope to raise public awareness of the need for regular blood donations, encourage new and current donors to give blood and educate the youth especially on the importance of blood donation to save lives. In support of this community outreach programme, StarHub employees will also be donating blood to show our support for this blood donation drive, “ said Mr Yong Lum Sung, Chief Operating Officer, StarHub.
“Vibrant Blood” aims to recruit at least 1,500 youths to come forward to donate blood at the three-day blood donation drive at the Meritus Mandarin Hotel from 10 - 12 June, 11am to 5pm.

“Vibrant Blood” begins its recruitment activity with roadshows from 5 June, 12pm to 7pm at the Cathay Cineleisure Orchard. Joining them will be youths from various tertiary institutions, youth organizations and societies who will put up performances and game shows to hype up the entire event.

A game called “Who Wants To Be A Blood Donor” will also be making its debut to raise awareness on the importance of blood donation in a fun way. Other activities and performances include kickboxing, dance aerobics, singing and even cheerleading.

Potential donors who wish to donate blood at the Meritus Mandarin Hotel from 10 - 12 June can make an advance appointment by signing up at the registration booths located at the Cathay Cineleisure Orchard, The Heeren, Centrepoint (6 and 7 June only) and Shaw House along Orchard Road.

Dr Amy Khor, Member of Parliament for Hong Kah is the Guest-of-Honour for the official opening of the bloodmobile on 10 June, from 12pm to 3pm. She will be presenting the top three prizes to winners of the “Vibrant Blood” Poster Competition held in March 2004.

The Singapore Red Cross would like to urge all Singaporeans who are healthy to donate blood. This simple act of donating blood would go a long way in giving others a chance to live life as normal, especially those who are in need of blood transfusions on a daily basis due to certain medical conditions.

For more information on the Blood Donor Recruitment Programme, the public can contact the Singapore Red Cross at 6220-0183 or email blood.program_redcross@donorweb.org

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For more information, please contact:

Carol Teo
Communications Manager
Blood Donor Recruitment Programme
Singapore Red Cross
11 Outram Road, Health Sciences Authority
Singapore 169078
Tels: 6220-0183 / HP: 9847 2024
Email: carol.teo_redcross@donorweb.org

Iris Tham
Corporate Communications
StarHub Pte Ltd
51 Cuppage Road #07-00
Singapore 229469
Tel: 6825 5175 / Hp: 9270 4560
Email: iristham@starhub.com