



Dr Reem Al Radwan giving her speech



Dr Hanan Alawadhi and Dr. Reem Al Radwan



Dr Jamal giving his speech

## JOIN CRISTIANO RONALDO AND SAVE A LIFE WITH THE KUWAIT BLOOD BANK

The Central Kuwait Blood Bank launches Global Be The 1 Campaign in conjunction with World Blood Donor Day

Under the patronage of H.E Dr Ali Al Obaidi, Minister of Health in Kuwait, The Central Kuwait Blood Bank officially launched the global blood donation awareness campaign, Be The 1 at Prestige Ballroom, The Avenues in conjunction with World Blood Donor Day, which takes place on June 14th annually.

The global campaign is executed by various government entities across the world is the brainchild of Abbott Laboratories who developed the campaign mechanics and framework. The BeThe1 campaign is endorsed by football icon and Real Madrid star Cristiano Ronaldo and his role as the official ambassador of the campaign sees him actively encourage blood and plasma donations amongst the youth by inspiring them to become lifelong blood donors.

In her speech during the event, Dr. Reem Al Radwan, Medical Director of the Kuwait Blood Bank, outlined the importance of being part of energetic campaigns that empower the youth in Kuwait to actively donate blood. She said:

"The Central Kuwait Blood Bank has always had active donors who have supported us in the past and present and have ingrained a sense of duty within themselves to donate blood regularly. Today, we launch a campaign that looks towards engaging with the youth and instilling the spirit of blood donation amongst the future generation in the country.

Today, we also honor our long-standing donors who have donated regularly with us over many decades. These unsung heroes who we call donors also serve as an inspiration to the future generation in our country in empowering them to donate blood.

This year alone, we have collected a total

of 75,000 units of blood and 8,000 units of platelets from generous donors so far, both Kuwaitis and residing expats of over 75 different nationalities, a reflection of how blood donations contribute to the greater good of the community. We have targeted donors



through the Central Blood Bank and our four main branches in Jahra Hospital, Amiri Hospital, Al-Adan Hospital, and the National Guard & Shuwaikh Hospital, in addition to various external campaigns to widen the reach of potential donors country-wide.

Many are not aware that each blood donation which lasts about 15 minutes has the power to potentially save three lives. We urge the public at large to donate particularly during the Holy Month of Ramadan which is a time when our blood bank has the lowest supply of blood. This simple act of donating blood will be able to save a life in need and you can be that person, so be the one today."

The Kuwait Blood Bank has launched an extensive advertising and media campaign across various media channels and social media platforms targeting the youth in Kuwait. The Be The 1 campaign in Kuwait is

supported by the following sponsors: Al Mojil Pharmaceuticals, Roche Pharmaceuticals, Advanced Technology Company, Central Circle Company, YIACO Medical Company, Ahli United Bank, Mabaneer Real Estate Company, Al Anba Newspaper - Media Sponsor, and Paul & John Rodiz Production, who have kindly donated towards spreading awareness on the campaign over the next few months.

The public is encouraged to donate blood over the next week till the 18th of June at The Prestige Ballroom, The Avenues Mall from 9pm till 12am and can visit the Kuwait Blood Bank in Jabriya from 10am to 2pm and 9pm to 1am on weekdays and 9pm to 1am on weekends during Ramadan and 7am to 8pm from Saturday to Thursday and 1pm to 7pm on Fridays after Ramadan to donate blood and help a life in need.



Dr Reem and Dr Jamal signing the pledge to be the 1 and donate blood.

