

MEDIA STATEMENT

24 May 2014

“You’re Somebody’s Type” Blood Donation Drive

Primary Spokesperson: YBhg Dato’ Farshila Emran, Managing Director, Pharmaniaga Berhad

Secondary Spokesperson: En Mohamed Iqbal Abdul Rahman, Chief Operating Officer, Pharmaniaga Berhad

- You’re Somebody’s Type is a Blood Donation Drive, a 2-day campaign to create awareness among the public about the importance of donating blood, and ultimately assist the National Blood Bank in ensuring sufficient supply of blood.
- Pharmaniaga has always been a partner to the Ministry of Health in ensuring the supply of medicines and medical products at the hospitals. Although Pharmaniaga does not supply blood, we would like to assist the hospitals in making sure that patients who need blood will get blood. Hence its collaboration with the National Blood Bank.
- The objective is to assist the National Blood Bank in anticipation of the coming fasting month of Ramadan, when the blood supply at the hospitals is usually low.
- The eCurve shopping mall is purposely chosen for this campaign to target the younger urban adults. To attract the crowd, we have lined up some attractions like unplugged music performances, line dancing, and so on. Prior to the event, we even created an instagram contest, as well as spreading information through facebook – two social platforms that are popular among young adults.
- We are targeting 1,000 blood donors. However, what we hope to achieve is more than just numbers. We hope the stigma that always comes with donating blood will disappear. Some people still have the idea that donating blood is detrimental to a donor’s health, or that it is painful, or it is against one’s religion. So they refuse to donate even to their own family members. We hope this campaign will help to change all that. We hope this campaign will tell people that donating blood is not only good, noble and painless, but that it is also cool, hip and trendy.

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