

For Immediate Release

S.U.C.C.E.S.S. partners with blood agency

*Service organization commits to blood donation in honour of
National Stem Cell Awareness Week*

Vancouver, BC – Nov. 16, 2009 – Vancouver-based service agency S.U.C.C.E.S.S. is partnering with Canadian Blood Services and the OneMatch Stem Cell & Marrow Network to remind British Columbians of the ongoing need for blood and stem cell donations from ethnically diverse donors during Canada's National Stem Cell Awareness Week, Nov. 16-21.

S.U.C.C.E.S.S. officially announces their membership in Canadian Blood Services' corporate giving program, Partners for Life, and hosts a blood drive with employees today on Monday, Nov. 16, in honour of the awareness week's 2009 theme, "Partners Uniting Lives."

"As a service agency representing a diverse group of new immigrants to British Columbia, S.U.C.C.E.S.S. is proud to partner with Canadian Blood Services and the OneMatch Stem Cell & Marrow Network," says Tung Chan, CEO of S.U.C.C.E.S.S. "This is a tangible way that ethnically diverse Canadians can give back to their community and their country, while helping save the lives of those in need."

The network is currently searching for stem cell matches for more than 800 patients across the country – patients suffering from life-threatening illnesses such as leukemia, aplastic anemia, or various immune diseases. Given that the best chance of finding a match for patients is within their own ethnic group, reaching out to diverse communities is a major part of OneMatch's community engagement strategy.

One ethnic group showing immense progress on the OneMatch registry are Chinese Canadians. In 2007, there were only 511 new registrants from Chinese heritage on the stem cell network. Today, Canada's network includes more than 4,800 searchable registrants of this ethnic background.

However, there still remains a strong need for donors of all ethnic backgrounds. Currently, 28 per cent of the patients waiting for a transplant are ethnically diverse, while only 18 per cent of all current registrants are from a diverse heritage. Recognizing partnership is a key element in the need for more ethnically diverse stem cell donors and the ongoing need for blood products.

"We hope S.U.C.C.E.S.S.'s partnership with Canadian Blood Services will act as a catalyst for other multi-ethnic groups to come forward to donate blood and register as OneMatch donors," says Ed Yee, Director of Donor & Clinic Services, B.C. & Yukon Region, Canadian Blood Services. "By stepping forward, they are committed to not only encouraging their staff to save lives, but also to encouraging the thousands of diverse Canadians they provide services for to also step up and give back to their community. We couldn't be more grateful for their support."

As of Nov. 16, there are 20 Chinese patients waiting for an unrelated stem cell match to fight their cancer and blood disorders. In B.C., there are five patients waiting for a matching donor.

“As a transplant doctor with the B.C. Cancer Agency, I see daily the need for both blood and stem cell donations for patients of all ethnicities,” says Dr. John Shepherd. “I strongly encourage British Columbians to donate blood regularly and to also register for the OneMatch Stem Cell & Marrow Network.”

To register as a potential stem cell donor, visit www.onematch.ca or call 1-888-2-DONATE (1-888-236-6283). Registration forms are available in English, French, and Chinese.

To donate blood or to become a Partners for Life member, also call our hotline at 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 41 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 our Web site at www.blood.ca.

About S.U.C.C.E.S.S.

Founded in 1973, S.U.C.C.E.S.S. is one of the largest social service providers in British Columbia with over 20 locations and 2 overseas offices. For more details, please visit: <http://www.success.bc.ca/>;

-30-

Media contact:

Angela Poon
Regional Communications Specialist
Canadian Blood Services
(604) 707-3469
(604) 787-3247 (cell)
angela.poon@blood.ca

Eileen Lao
Public Affairs Manager
S.U.C.C.E.S.S.
(604) 408-7243
(778) 997-8283 (cell)
eileen.lao@success.bc.ca