



## **MEDIA ADVISORY**

For Immediate Release  
Thursday, Nov. 12, 2009

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## **S.U.C.C.E.S.S. launches blood partnership**

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. will be officially announcing their membership in Canadian Blood Services' corporate giving program, Partners for Life, as well as hosting a blood drive with employees on Monday, Nov. 16, in honour of the awareness week's 2009 theme "Partners Uniting Lives."

**WHAT:** S.U.C.C.E.S.S. CEO Tung Chan will be officially signing the agency as a member of Canadian Blood Services' Partners for Life blood donor program, as well as donating blood himself. A number of S.U.C.C.E.S.S. employees will also be donating blood.

OneMatch Patient and Transplant Liaison Specialist Kim Tomasson will also be signing blood donors to the OneMatch registry by collecting DNA samples with a buccal swab, a long Q-tip-like object that collects cells from inside the cheek.

**WHO:** Tung Chan, CEO, S.U.C.C.E.S.S.  
Ed Yee, Regional Director of Donor & Clinic Services, B.C. & Yukon Region, Canadian Blood Services  
Dr. John Shepherd, B.C. Cancer Agency  
S.U.C.C.E.S.S. employees

**WHEN:** Monday, Nov. 16, 12 p.m. (Tung Chan will begin the donation process at approx. 12:15 p.m.)