



## **KCGM Media Release** **27<sup>th</sup> October 2009**

### **KCGM Red Cross Blood Challenge**

Did you know that one in every three people will require blood in their lifetime but only one in thirty people actually donate it!

KCGM is out to change that statistic by partnering with the Australian Red Cross Blood Service for the 2009/10 KCGM Blood Donation Challenge.

*“People who give blood are united by their generosity and the desire to give something back to the community, and our employees are no exception to that,”* said Russell Cole, KCGM General Manager.

For the third year running, KCGM employees will roll up their sleeves to donate as much blood as possible for the Challenge whilst vying to win the ultimate prize of one week’s annual leave.

The Challenge sees the names of employees entered into a draw every time they donate at the local Red Cross Blood Service and the more times they donate, the more they go into the draw for a chance to win the prize!

*“KCGM is proud to once again partner with the Australian Red Cross Blood Service and while there is a great prize up for grabs, the real reward is in giving something special to someone less fortunate,”* added Russell.

The Challenge runs from 1<sup>st</sup> October 2009 to 31<sup>st</sup> March 2010.

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