



Tel: 604-273-5722 | Fax: 604-273-5762 | Toll Free: 1-866-273-5766 | Toll Free Fax: 1-866-273-5762
105 - 21900 Westminster Hwy., Richmond, BC V6V 0A8
info@apbc.ca | www.apbc.ca

April 9, 2021

Re: Canadian Blood Services' Sirens for Life Annual Recruitment Event

As you may be familiar, Sirens for Life is an annual recruitment event held by Canadian Blood Services in which emergency personnel come together to donate blood. APBC has taken an active role in the event and has enjoyed working with Canadian Blood Services to bring awareness to the importance of blood donation.

APBC has been involved in the planning of this year's event, however due to the increased cases of Covid-19 and in keeping with PHO recommendations and orders organizers have once again had to adapt and overcome. With this in mind, we are happy to report, that Canadian Blood Services will be running a social media campaign and have asked for 3 to 4 Paramedics to be interviewed on camera to create short videos to be shared.

We are excited to once again participate in this important event and are looking to you - the members - for your stories of blood donation.

Have you, or someone you loved, been impacted personally by blood donation?

Has the need for blood donation touched your life? How?

Have you donated blood? What would you say to someone who has never donated blood before?

How have you seen blood donation impact the patients we serve?

If you are interested in participating in this event and sharing your personal or professional stories, please email myself at sherry.trider@apbc.ca by April 16th, 2021.

Sincerely,

Sherry Trider
Director, Public Education
Ambulance Paramedics of BC
CUPE Local 873

ST/sb/MoveUp