

From: Cara McCutcheon [REDACTED]
Sent: Wednesday, May 11, 2022 3:19 PM
To: info
Subject: Shine a Light for Canada's Lifeline

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Hi there, I am hoping you can direct my request to the right person.

Connecting today on behalf of [Canadian Blood Services](#) to explore lighting up the Fitzsimmons Creek Bridge in RED on June 14, 2022, which is World Blood Donor Day.

Each year during National Blood Donor Week (June 12-18, 2022) and World Blood Donor Day (June 14), we proudly recognize and celebrate the essential role volunteer donors play in strengthening Canada's Lifeline. This year marks the 13th anniversary since the parliamentary legislation introduced by Senator Terry Mercer was enacted.

Shine a Light for Canada's Lifeline campaign will see the entire country coast-to-coast-to-coast light up in RED in celebration of our donors and motivate new donors to come forward and donate blood.

Half of all Canadians will either need blood or know someone who will need blood at some point in their lives. Yet only four percent of Canadians donate.

Lighting up Fitzsimmons Creek Bridge in red will allow us to shine a light on the importance of blood donation and help motivate new donors to come forward. The pandemic has hit blood donation hard and we need new donors to come forward now more than ever. As we lead in to summer season the need for blood rises naturally with the higher volume of accidents coupled with the rise in hospital procedures that were put off during the height of the pandemic – we have the ability to work better – together – and make a difference with Canada's lifeline. 1 in 2 Canadians can donate blood, 1 in 81 actually do donate blood. This is a call to action for ALL Canadians to rally together in an effort to join Canada's lifeline through blood donation. There is no better place to reach ALL Canadians than lighting up the iconic Fitzsimmons Creek Bridge.

Our plan is light up the country red approaching landmarks and city halls in other major cities including Toronto, Ottawa, Vancouver, Edmonton, Calgary, Winnipeg, Halifax and beyond.

I look forward to hearing from you and exploring this opportunity further.

Kind regards,
Cara

Cara McCutcheon
[REDACTED]