

DATE: Nov. 3, 2008

MEDIA CONTACTS:

Angie Gaddy
604-707-3447

EVENT DATE: Tuesday, Nov. 4, 2008

Eileen Lao
(604) 408-7243

MEDIA ADVISORY

WHAT: In an effort to recruit even more volunteer stem cell donors from varied ethnic communities, Canada's OneMatch Stem Cell and Marrow Network is pleased to announce it is beginning to offer services in languages beyond English and French. As a first step, services in Chinese will be made possible thanks to partnerships with the Elizabeth Lue Bone Marrow Foundation of Toronto, and AILIA (Association de l'industrie de la langue/Language Industry Association).

WHO: Tung Chan, CEO of S.U.C.C.E.S.S., Sindi Hawkins, MLA Kelowna-Mission and Deputy Speaker of the B.C. Legislature and co-chair of the OneMatch National Stem Cell and Marrow Awareness Campaign, stem cell recipient Ryan Chiu, and stem cell donor Selina Yiu will all speak.

WHEN: Tuesday, Nov. 4 at 10 a.m.

WHERE: S.U.C.C.E.S.S. Head Office
Dr. Dorothy Lam Building
Choi Hall
28 West Pender Street
Vancouver, B.C. V6B 1R6

WHY: Because there are about 600 Canadians trying to find a stem cell donor right now and their best chance of finding a match is by having an ethnically diverse donor base. This announcement comes during OneMatch National Stem Cell and Marrow Awareness Week (Nov. 3 to 9)

ABOUT: Canadian Blood Services is a national, not-for-profit charitable organization that manages the blood supply in all provinces and territories outside of Quebec and oversees the country's OneMatch Stem Cell and Marrow Network. For more information, please visit our Web site at www.blood.ca.

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: www.success.bc.ca