VICTORIA, BC — Tomorrow afternoon, Mayor Dean Fortin will kick off the City of Victoria’s “What’s Your Type?” blood-typing clinic, put on by the Canadian Blood Services.

Involving just a small finger prick, Canadian Blood Services will conduct blood-typing on site. Participants will be given a wallet card identifying their blood-type, information that is important for everyone to know. In addition, participants will be given the option of signing up to receive alerts when their own blood type is in high demand locally.

PHOTO OPPORTUNITY:
Media are invited to attend the kick-off to the blood-typing clinic with the Mayor as the first participant, leading up to the full public clinic the following day.

What: Mayor Dean Fortin participates in “What’s Your Type” blood-typing clinic
When: Tuesday, July 12, 2011, at 2 p.m.
Where: Mayor’s Office, Victoria City Hall

The public blood-typing clinic will occur the following day, Wednesday, July 13 from 11 a.m. to 1 p.m. in City Hall Lobby.

The City of Victoria is also participating in Saving Lives This Summer! A Public Service Challenge, formerly known as the BC Public Service Blood Donor Challenge. From now until August 31, City of Victoria staff are encouraged to roll up their sleeves, pump up their veins and donate blood. The Challenge invites any public service employee - and their friends and family - to donate blood on behalf of their municipal, provincial or federal agency. The group with the highest staff participation rate will be awarded bragging rights and a plaque in recognition of their achievement.

For More Information:
Katie Josephson
Director of Corporate Communications
Office: 250.361.0210
Cellular: 250.217.8343