

February 13, 2014

Camps to encourage blood donation

66,000 participants are expected to join the drive as part of the CM's b'day celebrations

Express News Service

Chennai: In a bid to increase awareness and patronage towards blood donation in the city, Chennai Corporation, on Wednesday, kick-started a special blood donation camp. Its first leg was inaugurated by the Social Welfare Minister P Valarmathy in the presence of Mayor Saidai S Duraisamy at the Stella Maris College for Women.

The civic body is aiming to get 66,000 individuals from across the city to donate blood as a part of its drive that is being conducted to celebrate the Chief Minister's birthday. Through these camps, the Corporation wants more individuals to donate blood on a regular basis by dispelling the mis-



conceptions about blood donation. The camps will also feature an awareness drive on AIDS in association with NACO, said officials.

Apart from conducting

camps, the Corporation has also planned to provide training and equipment to private organisations and blood banks that are keen on conducting such donation

drives. The blood donation camps, which were started on February 12, will be conducted across private and government hospitals in the city's 15 zones.