

MEDIA ADVISORY

For Immediate Release

Mike Moore & Son's Construction Ltd. Challenges Construction Association to Build Roadways to Saving Lives

Sault Ste. Marie, August 2, 2006 — Sault Ste. Marie's Mike Moore & Sons Construction Ltd. is putting out a challenge to all local Construction Association members to come out and donate during their Blood Donor Challenge scheduled from August 22 to August 24.

Media are invited to the launch of this challenge, to be held on Wednesday, August 9, 2006 at 11:00 am at 167 Industrial Court B. There will be some great photo opportunities.

Family members and friends of association members are encouraged to participate and will be included in the final count for the challenge. Sign-up sheets will be available at the clinic for all participating in the challenge.

While the true winners of the blood drive are the recipients who will need blood and blood products during the summer months, there is a fun, competitive element to this campaign.

With one donation, Canadians can save up to three lives. Although 50 percent of us will need blood in our lifetime, it is a fact that fewer than 3.5% of eligible Canadians actually donate blood.

To make an appointment to donate blood call **1 888 2 DONATE** (1 888 236-6283).

Upcoming DONOR CLINIC HOURS in Sault Ste. Marie - Croatian Hall, 446 2nd Line East:

Tuesday, August 22 from 4 p.m. to 8 p.m.
Wednesday, August 23 from 12 p.m. to 2:30 p.m.
Thursday, August 24 from 9 a.m. to 12 p.m.

-30-

For more information, please contact:

Genevieve Battams
Clinic Coordinator
(705) 688-7354
genevieve.battams@bloodservices.ca

Brandy Duhaime
Communications Specialist
(705) 688-7341
Cell. (705) 665-0667
brandy.duhaime@bloodservices.ca