



## Blood 101: Students Saving Lives Challenge – 2012

- The annual Blood 101 challenge is a regional Alberta student-led donor recruitment program aimed at recruiting and retaining donors within universities, colleges and technical campuses. The program involves students, faculty and staff donating blood in friendly competition with other post-secondary institutions in Alberta.

### Contacts

Edmonton: Jennifer Gretzan 1-780-431-8731  
Red Deer: Jenny Spurr 1-403-755-4331  
Calgary: Larissa Kennedy-Chan 1-403-410-2746  
Lethbridge: Shamus Neeson: 1-403-394-2026

- Blood 101 is an Alberta wide post secondary challenge that encourages all post secondary students, friends, and their family to have their donations count towards their school's unit goal.
- Partners for Life will be the way this challenge is tracked, so please encourage all donors to sign a PFL form for their participating school.
  - There will be three categories that students from the winning schools can win from:
    - o Highest Overall Units
    - o Highest percentage of donations
    - o Highest number of new donors
- The program is open to all students, and family and friends of students who are attending a participating post-secondary program.
  - Currently, participating schools are:
    - University of Alberta
    - Red Deer College
    - o University of Calgary
    - o SAIT
    - o Mount Royal University
    - o Ambrose College
    - o Alberta Bible College
    - o Rocky Mountain College

### Clinics for these schools are:

University of Alberta E0001: Canadian Blood Services Centre Clinic  
Red Deer College: Centre E0002 and Red Deer College: E0064 Jan 20 and March 16, 2012  
University of Calgary C0107: February 2, 2012  
Fac Med CC0039 February 29, 2012  
University of Calgary C0107: March 22, 2012  
SAIT C0083: January 19, March 28, 2012  
Mount Royal University MRU C0074: January 26, March 8, 2012  
Ambrose College: SCONA (C0084) March 10, GLAMOR C0202 Feb 4  
Alberta Bible College/Rocky Mountain College: HIGHCA0196 March 30

In ALBERTA, a total purse of \$600, prizes will be awarded on in the Alberta Region basis to schools as follows:

- Three prizes of \$200.00 Visa Gift Cards

- For more information on the Blood 101 program, contact 1 888 2 DONATE (1.888.236.6283) or visit [www.blood.ca](http://www.blood.ca).