

Sirens for Life

a car accident and that means 50 donors are needed.”

As of last week, seven members of the emergency services, two police officers and five firemen have come forth to partake in this challenge. A total of 71 units of blood has been collected in conjunction with this campaign here in Espanola alone, just shy of the CBS target of 86 units for the area.

While this drive ran until Aug. 31, statistics have shown approximately every minute of every day, someone in Canada needs blood. In fact, according to a recent poll, 52 per cent of Canadians say they, or a family member, have needed blood or blood products for surgery or for medical treatment. CBS are encouraging area residents to book an appointment by calling 1-888-2-DONATE or online at www.blood.ca.

With files from Dawn Lalonde/Mid-North Monitor



Sirens For Life in Espanola, the North Shore Manitoulin and Sudbury saw area Emergency Services answering a call of a different kind. This campaign ran until August 31, 2012 and area residents were encouraged to take up their challenge and donate blood and helps save lives.

Photo by Rosalind Russell

ROSALIND RUSSELL

MidNorth Monitor/QMI Agency

but every police, fire or EMS worker knows the importance of blood.

For this year's challenge, the goal is to units of blood in Northeast Ontario and to increase the number of young, male, ethnically diverse registrants on the One Match Stem Cell and Marrow Network.

“The need for blood doesn't take a summer vacation, and paramedics, fire and police workers may know this more than most. That's one of the reasons these first responders are rallying together and rolling up their sleeves,” says Joanne Drake, community development co-ordinator at Canadian Blood Services.

“They are on the frontline everyday and know lives can change in an instant. Anyone can need blood at anytime. It can take 50 units of blood to save someone who has been in

Since July 26, some giving professional have been answering a siren call of a different kind, but one which is hard to ignore.

Police, fire and paramedic services in Espanola, the North Shore, as well as Manitoulin Island and Sudbury have gone beyond the call of duty to rally behind this year's Sirens for Life blood donor challenge to donate blood and help save lives.

In partnership with Canadian Blood Services (CBS), the emergency services blood donor challenge ran until Aug. 31, and the three branches are competing to donate the most blood. The competition for bragging rights is friendly,