



MEDIA RELEASE

13 March 2012

Mosman Park and Nedlands battle it out for blood

Is your suburb the best? Is it more generous than the others? Well the proof will be in the blood bag with the Australian Red Cross Blood Service's 'Battle of the Burbs' challenge.

Set to re-ignite old neighbourhood rivalries, the challenge pits 'burb' against 'burb' to find out which local council has the biggest heart.

City of Nedlands Mayor Max Hipkins and Town of Mosman Park Mayor Ron Morris are getting right behind the challenge, calling on all local residents to donate blood and help win the title of the most generous local council.

Whether you're from the East, North, West or South, the battle is on!

All blood donations from 19 March until the end of April will help save lives and every drop will be counted towards your council's total for the 2012 challenge.

WA Blood Service spokesperson, Jessica Willet said the battle is on to see which Perth residents are the most generous.

"There are well-known rivalries between the councils of Perth and we'd like to leverage this rivalry in a positive way – by challenging one and all to save lives by rolling up their sleeves."

Each year, more than 1.4 million blood donations are used in Australia to save the lives of people with cancer, heart, stomach and bowel disease, accident or trauma victims, pregnant mothers and newborn babies.

One in three people will need blood in their lifetime, yet only one in 30 currently donates – chances are they could be your next door neighbour.

Do something special, there's a lot more at stake than just suburban pride!

To make an appointment call 13 14 95 or visit www.donateblood.com.au.

For images or further information please contact:

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About the Australian Red Cross Blood Service

Australian governments fully fund Red Cross for the provision of blood products and services to the Australian community. This is possible through the support of more than half a million voluntary blood donors. For more information or to make an appointment to give blood call 13 14 95 or visit www.donateblood.com.au