

State Emergency Service **Media Release**



Friday 9 November, 2012

Minister and Chief Officer rolling up their sleeves

Minister for Emergency Services Jennifer Rankine and State Emergency Service (SES) Chief Officer Chris Beattie will roll up their sleeves on Monday (12 November) at 9am and donate blood to the Australian Red Cross Blood Service.

They will join dozens of SES volunteers across the state who have been encouraged to give blood during SES Week (Monday 12-18 November).

Mr Beattie said many SES volunteers were already blood donors and some had been donating for more than 30 years.

“However, we thought it appropriate that we use SES Week to promote this life-saving initiative across the organisation,” Mr Beattie said.

Mr Beattie said that more than 27,000 donations were needed across Australia each week.

“One in three Australians will need blood in their lifetime but only one in 30 donates. Hopefully, initiatives such as this one will help redress this imbalance,” Mr Beattie said.

“The demand for blood and blood products is expected to double in the next 10 years.

“It only takes an hour or so to donate and the blood you give could help a young mother, grandparent or a neighbour celebrate another milestone with their family,” he added.

During SES Week, SES volunteers will be donating blood at various donor centres in metropolitan Adelaide, including the new state-of-the-art donor centre in Grenfell Street (corner of Regent Arcade).

The Australian Red Cross Blood Service mobile donor unit will also be at Port Pirie and Port Augusta during SES Week.

Note to media – Minister Rankine and Chief Officer Chris Beattie will be donating blood at the Australian Red Cross Blood Service Donor Centre in Grenfell Street (corner of Regent Arcade) from 9am next Monday 12 November, 2012. SES volunteers will also be attending.

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