

Press Release

Empower organizes blood donation drive on World Blood Donors Day

Dubai, UAE, 15 June 2023: Within the framework of its social, national and humanitarian responsibility, Emirates Central Cooling Systems Corporation PJSC (Empower), the world's largest district cooling services provider, has organized a blood donation campaign for the Dubai Blood Donation Centre in observation of the World Blood Donor Day. This is to promote a culture of volunteering and the virtue of humanity and solidarity among company's employees who are part of the fabric of society. World Blood Donor Day is observed on June 14 every year and this year's theme was 'Give blood, give plasma, share life, share often'.

The campaign aims to support the goals of the World Health Organization to establish a solid, compatible and mutually supportive society that adopts common human values. With the required number of blood donors from its employees and those who have previously registered, Empower has successfully completed its campaign to the fullest. Meals were distributed among donors in order to provide them with good nutritional care for their safety.

The campaign also brings to light the main objectives of the World Blood Donor Day, providing a global platform to show gratitude to blood donors for their sense of humanity, raising public awareness and encouraging them to donate blood constantly so as to ensure the quality and availability of blood for the patients who are in need for it.

"The blood donation campaign comes within the framework of the social, national and humanitarian responsibility that Empower shoulders and its firm belief in the importance of promoting a culture of donating blood, for the crucial role it plays in saving the lives of the sick and the injured and for the benefit of the individuals and the whole community", Ahmad Bin Shafar, CEO of Empower, said.

It is noteworthy that Empower pays special attention to blood donation campaigns over a decade, especially during the challenging time of the Covid-19 pandemic. The company has been holding blood donation drives partnered with the Dubai Blood Donation Center, the Thalassemia Treatment Center, the Dubai Health Authority, the Blood Donors Kerala-UAE and many others.

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