



FOR IMMEDIATE RELEASE

Town of Penhold

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You're Somebody's Type! Penhold kicks off another exciting regional blood drive challenge

[Penhold, AB] – Central Alberta residents, it's time to roll up your sleeves and make a life-saving difference! The Town of Penhold and Canadian Blood Services are excited to announce the launch of the second annual Penhold Cares Central Alberta Blood Drive Challenge, running from February 1 to 28, 2025.

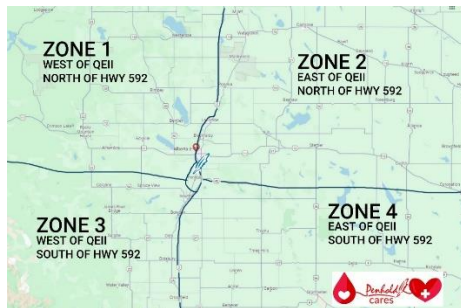
The Town of Penhold is challenging everyone in Central Alberta to book an appointment and donate blood at the Canadian Blood Services Donor Centre in Red Deer this February. But that's not all—donors will get to represent one of six zones in the region, battling it out to see which area can claim the title of Top Donor Zone!

Penhold Mayor Mike Yargeau says "We started this challenge last year with Canadian Blood Services to honour the world record set by Penhold resident, Josephine Michaluk, for most whole blood donations by a female."

Central Alberta, the challenge is on! In a thrilling twist, all donors at the Red Deer Centre will be asked to indicate which of six zones they are representing.

"Last year, Penhold showed up in a big way, securing the third-highest number of donors among all zones. This year, let's prove just how much heart our small town has and aim for the top spot," says Yargeau. "We are calling on Penhold residents to step up, make an appointment, and donate blood in February."

Zones to Represent:



1. **Penhold**
2. **Red Deer**
3. **Zone 1:** West of QEII, North of Hwy 592
4. **Zone 2:** East of QEII, North of Hwy 42
5. **Zone 3:** West of QEII, South of Hwy 592
6. **Zone 4:** East of QEII, South of Hwy 42

"Canadian Blood Services is happy to be working with our surrounding communities again with the 2025 Penhold Cares campaign," says Shamus Neeson, Community Development Manager for Canadian Blood Services in Red Deer and Central Alberta. "Last year's campaign was a tremendous success, collecting 1,055 units of blood and recruiting 105 new donors to help save lives. This year, we're aiming even higher, with a target of 1,150 donations to meet the critical needs of patients at the Red Deer Regional Hospital."

Every blood donation makes a difference. Your contribution helps ensure that patients battling illness, injury, or undergoing surgeries have access to the life-saving blood they need.

Where to Donate:

Red Deer Donor Centre
#5, 5020 68th Street

Hours of Operation:

- Wednesdays & Thursdays: 2:00 PM – 7:00 PM
- Fridays & Saturdays: 9:00 AM – 2:00 PM

How to Book Your Appointment:

Visit blood.ca or download the GiveBlood app to secure your spot today!

This February, let's show the power of community and compassion. Together, we can save lives and make Central Alberta proud!

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For further information contact:

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Town of Penhold

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Submitted photo: 2024 Penhold Cares Campaign photo (l-r) Shamus Neeson, Mayor Mike Yargeau, Josephine Michaluk, Penhold Councillor Teresa Cunningham.