

BEN LOMOND WATER TAKES THE SUMMER BLOOD CHALLENGE

WEDNESDAY 23 DECEMBER 2009

Ben Lomond Water employees have taken up the Red Cross Blood Bank's Summer Blood Challenge.

Chief Executive Officer Barry Cash today led a group from Ben Lomond Water in donating blood at the Red Cross' Launceston Blood Bank.

"This is my first time giving blood and it is something which I now plan to do more often," Mr Cash said.

"It is a service which we all hope never to need but the unfortunate reality is that there are many in the community who need the products produced from blood donations and this is just a small contribution Ben Lomond Water can make.

"Our staff spend a lot of time on the road all through the year and it is one of our significant risk areas. Over the Christmas and New Year period it becomes an even bigger issue and I think it is important that as a company we do what we can to ensure blood supplies across Tasmania are kept well stocked.

"At Ben Lomond Water I am encouraging all employees to take the time to donate blood, not just today but regularly," Mr Cash said.

Nationally the Red Cross needs 26,000 blood donations every week and while donations fall away over Christmas the demand does not.

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