

## PRESS CLIPPING SHEET

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### **CIB Foundation leads blood donation campaigns for Egyptian public hospitals**

Commercial International Bank – Egypt (CIB) Foundation launched a new series of the Triple Effect blood drives before the beginning of the holy month of Ramadan. The campaign, in its third year, aims at encouraging CIB staff and customers to positively and effectively participate in any activity that has the potential to save the lives of thousands of patients across the country. Five campaigns were held in Cairo, and the programme was expanded for the first time to include six additional campaigns in the governorates of Damietta, Red Sea and Suez.



The blood drives were held over the course of two weeks in some of CIB's head offices, in coordination with Takatof Foundation, a PricewaterhouseCoopers initiative, and the National Center for Blood Transfusions Services (Egyptian Blood

Bank), which is responsible for gathering and distributing the blood bags free of charge to hospitals across the country. The campaign was able to collect 400 bags of blood and saw a large turnout of volunteers, especially in the outside Cairo areas that participated for the first time in the campaign. The volunteers from the governorates of Damietta, Red Sea and Suez considerably contributed to the good coordination and the provision of all possible facilities to ensure the effectiveness of the campaign's results.