



NEWS RELEASE – FOR IMMEDIATE RELEASE

What's Your Type?

Drop in to NHH November 7th to confirm your blood type and learn about blood donor opportunities in our community

NORTHUMBERLAND COUNTY, Wednesday, October 29th, 2014—What's your blood type? Most people don't know, but an event coming up at Northumberland Hills Hospital will make it fun and easy for you to find out.

If you've ever wondered if you're A/B/O/AB +/-, or if you're curious about what happens when you give blood, this is an ideal opportunity to find out.

Arranged in conjunction with Canadian Blood Services, the "What's Your Type" event will take place on **Friday, November 7th from 11:00 AM to 1:00 PM** beside the Main Street Bistro just inside the front entrance at the hospital.

Starting with a quick and practically painless finger prick for a couple of drops of blood, in less than two minutes you can learn your blood type. Everyone age 17 and older is invited to attend.

While you're there, learn how easy it is to help, simply by giving blood once every two months. This is your opportunity to become a member of the most important blood type – the type that saves lives.

Simply drop into during the "What's Your Type" session to begin your lifesaving journey. Call 1-888-2-DONATE for more information or visit www.blood.ca to make an appointment to give blood.

Contacts: Jennifer Gillard, Director, NHH Communications and Community Engagement, jjillard@nhh.ca or 905-377-7757 or Crystal Powell, Event Coordinator, Canadian Blood Services, crystal.powell@blood.ca or 289-385-0155

About Canadian Blood Services

Canadian Blood Services is a national, not-for-profit charitable organization that manages the supply of blood and blood products in all provinces and territories outside of Quebec. Canadian Blood Services also oversees the OneMatch Stem Cell and Marrow Network, and provides national leadership for organ and tissue donation and transplantation. Canadian Blood Services operates 42 permanent collection sites and more than 20,000 donor clinics annually. The provincial and territorial Ministries of Health provide operational funding to Canadian Blood Services. The federal government, through Health Canada, is responsible for regulating the blood system. Follow us on Twitter @itsinyoutogive, visit our official Facebook page at www.facebook.com/CanadianBloodServices and see our YouTube channel at 1882DONATE

About Northumberland Hills Hospital – Located approximately 100 kilometres east of Toronto, NHH delivers a broad range of acute, post-acute, outpatient and diagnostic services. Acute services include emergency and intensive care, medical/surgical care, and obstetrical care. Post-acute specialty services (PASS) include restorative care, rehabilitation and palliative care. Mental health care, chemotherapy, dialysis and 16 other ambulatory care clinics are offered on an outpatient basis through partnerships with regional centres and nearby specialists. NHH offers a full range of diagnostic services, including magnetic resonance imaging (MRI), computed tomography (CT) and mammography. The hospital serves the catchment area of west Northumberland County. A mixed urban and rural population of approximately 60,000 residents, west Northumberland comprises the Town of Cobourg, the Municipality of Port Hope and the townships of Hamilton, Cramahe and Alnwick/Haldimand. NHH employs approximately 600 people and relies on the additional support provided by physicians and volunteers. NHH is an active member of the Central East Local Health Integration Network. For more information, please visit www.nhh.ca or follow us on Twitter [@NorHillsHosp](https://twitter.com/NorHillsHosp).

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