

Without **A, O** or **B** thousands of Canadians wouldn't be here today.

That's why we can't live in a world where these letters are missing. With your organization's help, we can fill in the gaps.

Join us for #MissingType.

Be part of this global campaign taking place during **National Blood Donor Week** (June 11-17) involving 22 countries, supporting hospital patients across Canada by raising awareness about the need for blood. Every 60 seconds, someone in Canada needs blood. **There is no substitute.**

By removing the letters A, O and B (the blood groups) on a global scale from brands and places of interest, it highlights the need for blood donations. Over 100,000 new donors are needed every year and by participating in **#MissingType**, your organization can help.

- Building signage
- Website
- Web Banners
- Social media handles and posts

Get creative ... there are no limits to the execution!

What will this do for your organization?

- Supporting blood donation has a more direct impact on saving lives than any other cause or charity.
- It builds a stronger community and national profile and helps meet your corporate social responsibility objectives.
- 78% of Canadians are more likely to buy products or services from corporations that support blood donation.

Be part of this global movement and save lives.



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Canadian Blood Services
Service canadien du sang