



## Media Release

21<sup>st</sup> January 2013

### KCGM Blood Challenge Kicks Off

KCGM employees are rolling up their sleeves to help the Australian Red Cross Blood Service as part of the 2013 KCGM Blood Challenge.

Since the first challenge in 2005, KCGM staff have made 350 blood donations, helping more than 1,050 people. To encourage staff to participate and become regular donors, every donation is recorded and goes into the draw for an additional week of annual leave.

The 2012 challenge saw 69 blood donations over the 12 months, with two KCGM staff members rewarded for their generosity. Linda Richards, KCGM's Human Resources Administration Officer, has made a total of 18 blood donations since 2006, while Carrie Flanagan, a truck driver in the Super Pit has made 22 blood donations to the blood service since 2005.

KCGM General Manager Russell Cole said the challenge was a great way for staff to get involved in the community.

"Donating blood is one of the best ways we can help fellow community members. By running this challenge, KCGM is encouraging all staff to donate blood to the Red Cross."

Australian Red Cross Community Relations Officer Leah Gorman emphasised the need for donations.

"Every week Australia needs more than 27,000 blood donations to meet demand," she said.

“Over several years KCGM have shown a huge commitment to saving lives, and we are looking forward to starting a new challenge once again in 2013.”

**Media enquiries:**

For more information or to arrange a photo opportunity, please contact Natalie Iannaci, KCGM Community Relations Officer, [niannaci@kalgold.com.au](mailto:niannaci@kalgold.com.au)

For more information on Australian Red Cross call 13 14 95 or visit [donateblood.com.au](http://donateblood.com.au)