

# Mansour Group Organizes its Second Blood Donor Campaign of 2013



Mansour Group promptly responded to the call made by blood banks and public and private hospitals. The need for blood increased as a result of traumas and injuries sustained during the country's latest political upheaval. In many governorates, thousands of people were injured.

The Mansour Group blood drive was launched on July 8th. It was conducted jointly with the main blood bank affiliated with Ain Shams University hospitals.

Three ambulances equipped with three medical teams took part in the campaign. One ambulance was sent to Mansour Headquarters in Zahraa El Maadi. Another vehicle was sent to the Labanita Factory at Ras Elsoda, Alexandria, and finally, the third ambulance was sent to the Mansour Administration's Headquarters in Hagar El Nawatia, Alexandria.

It is worth noting that the Mansour Group takes part in blood donation campaigns on a regular basis. The Mansour Group organized its last blood drive in February.

This falls in line with the Mansour Group's dedication towards society. The Group aims to alleviate societal problems such as health burdens. This is illustrated by the staff's willingness to donate blood in order to reduce the severe shortage, which resulted from the nation's latest turmoil.