

Biannual Blood Donation: The Mansour Group Raises Awareness for Social Responsibility



The Mansour Group launched its biannual blood donation campaign for 2014. The company began blood drives in 2011. The blood donations occur twice a year and are held at the Mansour Headquarters in Zahraa El-Maadi, the Metro Market warehouses in 6th of October City, Hagar El Nawateya in Alexandria, and at the Labanita factory in El Ras El Soda, Alexandria.

This campaign is organized in collaboration with the main Blood Bank at Ein Shams University, which provides specialized medical personnel as well as blood donation vehicles.

A blood donation campaign was organized in Zahraa El Maadi headquarters on June 3, 2014, and at the 6th October warehouses on June 4, 2014. The turnout was high as Mansour staff took part in this national effort, which aids in reducing blood deficits in blood banks. The aim is to provide free blood for needy patients or for surgeries. Most of the blood banks suffer from severe shortages and the Ministry of Health has repeatedly called upon citizens to donate blood in order to meet the country's desperate needs.

Mohamed El Shobokshy one of the participants interviewed in the campaign requested additional awareness on the importance of blood donation. The aim is to encourage people to take part in this noble and benevolent act. Hisham Yehya talked about his hope for people to know the importance of blood donation. He wants people to know the benefits for both the donor in addition to patients and people undergoing surgeries.

According to Mohamed Abdel Hamid, the idea of blood donation itself is the greatest social responsibility initiative. On another note, Khaled Abdel Salam said that blood donation increases solidarity among people and more importantly saves lives. Donor Ibrahim Hussein demonstrated his pride in taking part in the campaign and stressed that he believed it is the least he could do as a citizen to express his love for the country and contribute to society.