

About the 450 Challenge

This winter we are rallying people to join the 450 Challenge! Our goal is to get **450 NEW donors a day** so we can meet the growing need of patients in communities across our country.

The need for blood products is the highest we've seen in a decade. On average across the country, there are about 230 new donors a day and we need to double the number to 450 to keep up with demand.

Our goal is to have 450 people per day take the step to book their very first appointment - whether it's to donate right away or sometime this winter.



Campaign duration

November 21, 2024 - March 31, 2025

What can you expect to see:



- **In centre:** Starting in late November, our collections sites will display campaign visuals and receive stickers to give to new donors.
- **On CBS corporate channels:** You can go to Connect or www.blood.ca/450 to access all your campaign needs help drive awareness about the criticality of the 450 Challenge.



SCAN HERE TO VIEW CAMPAIGN ONLINE

Speak to donors about the **450 Challenge**

Thank you – your donation makes a huge impact

- Thank you for coming in today!
- Blood/plasma has a shelf life, so the need is constant.
- Your donation can save up to three lives.

Have you heard about the 450 Challenge?

- The demand for blood and plasma is rising, but there are not enough donors to keep up with the growing patient need.
- This winter, CBS is rallying people to join the 450 Challenge.
- On average across the country, there are about 230 new donors a day and we need to double the number to 450 to keep up with demand.
- Our goal is to have 450 people per day take the step to book to book their very first appointment - whether it's to donate right away or sometime this winter.

How you can help

- Next time you come in, bring someone who hasn't donated before to join you! Together, you can double your impact.
- Helping us spread the word, by going to **www.blood.ca/450** to get more info and download campaign images to share on social media to inspire friends/family to join the challenge.

Can't donate blood/plasma? There are more ways to give

- You can still support patients by registering to become a stem cell or organ and tissues donor, volunteering, or making a financial donation!