



## NEWS RELEASE

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For Immediate Release  
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BC Ambulance Service

### **PARAMEDICS JOIN EMERGENCY PERSONNEL IN SIRENS FOR LIFE**

KELOWNA – BC Ambulance Service (BCAS) paramedics in the Okanagan and Lower Mainland regions are joining forces with firefighters, municipal police and RCMP, and Central Okanagan Search and Rescue (COSAR) personnel to ensure adequate supplies of blood are available through the busy summer months. While the event has been held in the Lower Mainland for the past six years, this is the first year that paramedics in the Okanagan have participated in the national Sirens for Life challenge.

“Sirens for Life is a friendly competition between paramedics, police, firefighters, and search and rescue personnel. During summer months, the numbers of blood donations drop dramatically and we all see first hand the need for this valuable service,” said BCAS district supervisor Glenn Braithwaite. “In order to maintain blood supplies and create public awareness about the importance of giving blood, BC Ambulance Service paramedics are challenging our emergency services colleagues and their friends and families to make an appointment at Canadian Blood Services to donate blood.”

It is anticipated that 1100 Okanagan and Lower Mainland paramedics, police, firefighters and search and rescue members will participate in the challenge which began June 13th and officially wraps up August 26. The goal is for participants to each donate one unit of blood. The target for Okanagan emergency services personnel is 150 units of blood.

“Given that Kelowna is the sixth highest user of blood and the fifth highest user of platelets in British Columbia, the Sirens for Life campaign is one of many programs initiated to help increase donor rates throughout the summer months. “I am thrilled that local BC Ambulance Service paramedics and other emergency services members have taken an active role in supporting such a worth while cause,” said Canadian Blood Services Community Development Coordinator Tammie Watson. “The blood from one person can positively impact the lives of three others, which is an amazing gift. Plus, those who donate get to relax with cookies and juice!”

In addition to contributing to the local blood supply, the winning agency will have its emergency response vehicles washed by members of the other participating agencies.

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