

# BLOOD POST

Newsletter

BLOOD  
事通訊

Blood 之好友  
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之花絮



王菀之小姐 Ivana Wong

生命的傳遞 The Transmission of Life

# Blood 之好友

## Blood Buddies

### 最新捐血電視廣告八月正式登場

新一輯捐血宣傳電視廣告已於8月21日在本港各大電視台首播，為加強宣傳效果，中心在首播前一天20日舉行廣告試映會，讓傳媒朋友先睹為快。此廣告以一首全新捐血歌 "Put Your Hands Up" 為賣點，中心很榮幸獲香港電影金像獎「最佳原創電影配樂」得獎者資深音樂人韋啟良先生及著名填詞人劉卓輝先生分別為廣告歌作曲及填詞，由歐陽楓先生 (Simpson) 和李吳嘉小姐 (Sharon) 演繹歌曲；另外藝人王菀之小姐連同Simpson及 Sharon和中心一群義工義務參與廣告演出，為這個電視廣告成功製作出了不可或缺的一分力。



新一輯捐血宣傳電視廣告以「生命的傳遞」帶出捐血救活生命的訊息  
The theme of the latest blood donation TV Commercial is "The Transmission of Life", which brings out the message of giving blood and saving lives.



李吳嘉(左三)、歐陽楓(中)和韋啟良(右三)  
與部份參與拍攝的義工合照

Sharon Lee (left 3), Simpson Au Yeung (middle) and Tomy Wai (right 3) with the volunteers who took part in the TV commercial shooting.

### Latest Blood Donation TV Commercial Officially Launched in August

The latest blood donation TV Commercial for publicizing blood donation made its debut on the local TV channels on 21 August. In an effort to boost publicity, a premiere was organized for the media to preview the commercial. The commercial features a brand new blood donation song "Put Your Hands Up", which was composed by the award-winning musician, Tomy Wai, and well-known lyricist, Lau Cheuk Fai, Gene, and sung by Simpson Au Yeung and Lee Ho Ka, Sharon. Artiste Ivana Wong also appeared in the commercial on a pro bono basis along with Simpson, Sharon and a group of our volunteers, making valuable contributions to the successful production of the commercial.

### 王菀之專訪

王菀之小姐是捐血者，認為捐血是很有意義的事情，所以便義不容遲地答應參演廣告。她表示：「首次捐血時發現捐血一點也不困難，不但不痛，還獲得很大的快樂和滿足感。」她希望更多捐血者日後能夠恆常捐血，把捐血救人變成一個習慣；她又鼓勵沒有捐血經驗的人士鼓起勇氣嘗試，為救助他人獻出捐血的第一次。

### An exclusive interview with Ivana Wong

Being a blood donor and considering donating blood a meaningful act, Ivana Wong was more than willing to perform in our latest TV Commercial "I realized that giving blood was actually quite easy at my first donation. It didn't hurt but gave me joy and satisfaction," she said. She hoped to see more donors get into the habit of giving blood. She also encouraged people who had never given blood to take a bold step to save lives.



王菀之  
呼籲更多市民  
參與捐血  
Ivana urges  
more people to  
donate blood



### 捐血電視廣告主題曲 Blood Donation TV Commercial Theme Song Put Your Hands Up

Melody 曲：韋啟良 Tomy Wai  
Lyrics 詞：劉卓輝 Lau Cheuk Fai  
Singers 主唱：歐陽楓 Simpson Au Yeung  
李吳嘉 Sharon Lee

伸出兩手可擁抱世界來互通  
一雙眼睛可傾訴更多暖意  
Put your hands up  
Put your hands up  
關心會多?

小小愛心可感染旁人同付出  
一些笑聲可響遍世間各處  
Put your hands up  
Put your hands up  
一起去捐血

Open your eyes to see the beauty of the world  
Open your arms to others for love and peace  
Put your hands up  
Put your hands up  
Help us to save lives

Open your hearts to those who are sick or weak  
Open your minds to all the ways to help  
Put your hands up  
Put your hands up  
Come and donate blood

# Blood之花絮

## Blood Activity Snapshots

### 2013年度週年捐血頒獎典禮

2013年度週年捐血頒獎典禮分別於6月2日及6月9日假九龍灣國際展貿中心圓滿結束。過去一年，中心收集達244,594袋血液，按年增加4.4%，並製成616,293單位的血製品作病人治療之用，完全滿足全港醫院的用血需求。

頒獎典禮的獲獎人數眾多，累積達25次捐血總人數共2,637位。李錦強先生累積捐血達500次，再創本港捐血最多次數新紀錄。在2012年的學校捐血運動，神召會康樂中學再次奪得輸血服務盃(參加捐血人數最多學校)，而孔教何郭佩珍中學則獲得賈詹士夫人盃及捐血榮譽盾(參加捐血人數最高百分比學校)；特別榮譽獎則頒予香港警務處以感謝該處對捐血活動的支持。



受血者感謝捐血者的無私  
A blood recipient shows her gratitude to her generous donor.

### Annual Donor Award Ceremony 2013

The Annual Donor Award Ceremony was held at the Kowloonbay International Trade & Exhibition Centre on 2 June and 9 June 2013 respectively. A total of 244,594 units of blood were collected in past year, an increase of 4.4% year on year, the collected blood was processed into 616,293 units of blood products that were sufficient to meet the hospital demands.

The number of donors who cumulatively donated blood 25 times in the past year reached 2,637. Mr Li Kam Keung made another new Hong Kong's record of highest number of donations with his 500 donations. As regards school mobile drives, the Assembly of God Hebron Secondary School won the BTS Trophy again for their highest number of donations and Confucian Ho Kwok Pui Chun College won Jean Cassels Trophy for their highest percentage participation in 2012. The Special Merit Award was presented to the Hong Kong Police Force to credit their support for our blood donation activities



香港紅十字會輸血部  
Hong Kong Red Cross Blood Transfusion Service  
頒獎典禮2013  
WARD GENERAL DONOR  
高永文食物及衛生局局長  
頒贈特別榮譽獎予香港警務處  
Dr Ko Wing Man, BBS, JP,  
Secretary for Food and Health,  
presents the Special Merit Award  
to the Hong Kong Police Force.

孔教何郭佩珍中學  
獲得賈詹士夫人盃  
Confucian Ho Kwok Pui Chun College  
won the Jean Cassels Trophy.



### 骨髓捐贈者嘉許禮2013

2013年度骨髓捐贈者嘉許禮於9月21日假The Mira酒店圓滿舉行，表揚共83位捐贈者。主禮嘉賓食物及衛生局局長高永文醫生為大會頒獎予出席的捐贈者，他希望捐贈者的善舉會啟發更多市民踴躍登記捐贈骨髓。大會亦安排兩位受髓者在嘉許禮上與其捐贈者初次會面，真情分享捐贈及移植骨髓的經歷。

截至今年7月底，已有逾94,000人士登記成為骨髓捐贈者，當中超過300位已作出捐贈，香港骨髓捐贈者資料庫亦更成功為約700名本地及海外的病人尋獲合適的造血幹細胞作移植治療。在此再向無私奉獻的骨髓捐贈者送上衷心感謝！



神召會康樂中學再度奪得輸血服務盃  
The Assembly of God Hebron Secondary School  
won the BTS Trophy again.

### Bone Marrow Donor Award Ceremony 2013

The Bone Marrow Donor Award Ceremony 2013 was successfully held at The Mira on 21 September with 83 bone marrow donors recognized on the occasion. The officiating guest, Dr Ko Wing Man, BBS, JP, Secretary for Food and Health, was present to present awards to the donors. He hoped the action of these donors would inspire more citizens of Hong Kong to register for bone marrow donation. Two bone marrow donor-recipient pairs met each other for the first time at the ceremony and shared their donation and transplantation experiences.



骨髓捐贈者嘉許禮上嘉賓與捐贈者及受髓者合照。  
Our guests and bone marrow donors and recipients  
at the Bone Marrow Donor Award Ceremony

As at July 2013, over 94,000 people in Hong Kong have registered for voluntary bone marrow donation, some 300 of whom have already made donation. In addition, the Hong Kong Bone Marrow Donor Registry has successfully conducted searches and found matched haemopoietic stem cells for transplantation for about 700 local and overseas patients. We take the opportunity to extend our sincere gratitude to all bone marrow donors for their selfless contributions.

# Blood 負使命

## Blood Rh- Mission



Robert Christie經常響應捐血呼籲  
Robert Christie often responds to blood donation appeal

Robert Christie先生19歲時在捐血文化十分普及的美國首次捐血後，便成為定期捐血者。這個習慣也跟他來到香港，自2001年起，在香港捐血超過十多年。他對於白種人及亞洲人的負型血人士的比例感到十分驚訝(少於1%的香港華人屬負型血)，亦已習慣經常收到輸血服務中心邀請他捐血的電話，就像是一個鬧鐘提示他是時候捐血一樣。他希望自己的血液能幫助有需要的人士。

Robert Christie gave his first blood when he was 19 years old in the United States, which has a strong culture of blood donation. Since then, he has been a regular blood donor. After he came to Hong Kong in 2001, he continued giving blood for some 10 years. He was surprised about the proportion of Caucasians and Asians of negative blood (less than 1% of Hong Kong Chinese have negative blood). He has got used to receiving our frequent phone calls to invite him to give blood, which he regards as an alarm to prompt him to donate blood. He hopes his blood can help those in need.

## 我的故事 My Story

### 活在當下-- 鄒梓嫻

禍福無常，唯有活在當下才可令生活更美滿。有人遇到挫折便感氣餒；但有人卻處之泰然，跨過難關後回饋社會，積極面對人生，以行動幫助他人，這正是鄒梓嫻小姐的寫照。

梓嫻小時侯遇到交通意外命懸一線，身體多處骨頭碎裂，手術後除面對非筆墨所能形容的痛楚外，險些還要截肢，幸好奇蹟一次又一次地發生，加上她堅強的意志，終可完全康復。

梓嫻十分感謝醫護人員之餘，更向一班熱心捐血者致謝，為了不辜負他們的協助，梓嫻決定以生命影響生命，積極參與義工事務，努力扶助有需要的人，以此回饋所有讓她重生的人。她的義行還於2012年獲得「賽馬會獎學金」，她呼籲更多人加入捐血行列，讓更多生命得以延續。

### Live In the Moment - Cathy Chow

No one knows what tomorrow may bring. To enjoy a fulfilled life, we should make every moment count. There are people who feel discouraged every time when they encounter setbacks. However, there are others who are unflinching when faced with adversities and offer help to others as a way to give back to society after successfully overcoming difficulties in life. Cathy Chow is a case in point for the latter.

When Cathy was young, she almost lost her life in a car accident which fractured many parts of her body. Not only did she experience indescribable pain after the surgery, her limb was also nearly amputated. Fortunately, miracles happened again and again. She finally fully recovered with her strong determination.

Cathy was grateful to the medical staff and all kind blood donors. In order not to disappoint the people who offered help to her, she decided to pay it forward and participated in a number of voluntary service enthusiastically to help the people in need. Because of her active involvement in voluntary service, she was awarded "The Hong Kong Jockey Club Scholarship" in 2012. She appeals to everyone to take the first step to giving blood and saving lives.



梓嫻(左二)享受義工工作  
Cathy (left 2) takes pleasure in voluntary service

### 義務捐血招聘員計劃

「義務捐血招聘員計劃」擬於2014年第一季推出，旨在讓捐血者直接捐血助人之餘，發揮其招聘才能，積極鼓勵其他所認識的人加入捐血行列。計劃以比賽形式及義務性質進行，為期十二個月，由每年1月1日至同年12月31日(除2014年的計劃將由推出日起至2014年12月31日止外)，計劃進行期間中心將隨時接受招聘員的登記。每年度成績最優異的三位招聘員會獲嘉許；另外，未來累積招募最多新捐血者的招聘員亦會獲獎。每位招聘員只要成功招募第一名新捐血者，便可獲贈一份迎新禮物。

此計劃參加者必須曾捐血最少一次，而因某種原因不能捐血的人士亦可參與計劃，有興趣成為義務招聘員者必須填妥「義務捐血招聘員登記表格」，中心會聯絡合資格參加者跟進。為裝備獲委任的招聘員，中心除不時舉辦訓練講座讓招聘員自由參與外，還會向招聘員提供所需捐血知識。如欲獲得更多詳情，請瀏覽中心網頁。

中心將透過網頁及 Facebook 專頁公布計劃的有關最新消息，敬請留意。如對此計劃有任何疑問，請致電 2710 1283 / 2710 1239 或電郵至 [btsrecruiter@ha.org.hk](mailto:btsrecruiter@ha.org.hk)查詢。

### Voluntary Blood Donor Recruiter Programme

Our blood donors are our best helpers to recruit new blood donors from people they know, the "Voluntary Blood Donor Recruiter Programme" scheduled to commence in the first quarter of 2014 enables our blood donors to double their impact by putting their recruitment skills in good use and bringing in more new donors. The 12-month programme beginning from 1 January to 31 December of a year (except for 2014's programme, which will begin from the launch date to 31 December 2014) is competition-based and of voluntary nature. Registrations are welcome all year round. The top 3 recruiters bringing in the most new blood donors will be recognized after the year's programme is complete. The recruiters who have the highest cumulative number of new blood donors recruited will also be recognized in due course. A welcome gift through which we show our gratitude will be presented to our recruiters when they can successfully recruit their first new blood donors.

The participants of the programmes must be blood donors (with at least one donation) or persons who cannot give blood because of medical or other reasons. Interested parties are required to complete the "Voluntary Blood Donor Recruiter Programme Registration Form". Once qualified, the recruiter will be contacted individually. To enhance the recruiter's skills and competitiveness, he/she will be provided with necessary blood donation knowledge. Training sessions for new recruiters to join voluntarily will be held every now and then. For details on the programme, please visit BTS website [www.ha.org.hk/rcbts](http://www.ha.org.hk/rcbts).

Please watch out for the latest news about the programme which will be announced through our website and Facebook.. For enquiries, please call 2710 1283/2710 1239 or send email to [btsrecruiter@ha.org.hk](mailto:btsrecruiter@ha.org.hk).



# Blood之花絮

## Blood Activity Snapshots

### 大專院校捐血日

本學年首輪大專院校捐血日已逐一順利完成。大部份的院校均響應中心呼籲踴躍支持，我們在此特別再次感謝各大專院校的聯絡人及義務參與推廣工作的同學。首輪捐血活動表現異常突出的有香港理工大學及香港樹仁大學，兩校的捐血人數較去年同期分別錄得超過180%及120%的增長；香港嶺南大學、香港大學、香港專業教育學院(屯門)、香港科技大學及香港公開大學的捐血數字亦有不錯的上升。中心懇請各大專大學生2014年第二輪捐血活動繼續努力，以捐血為其中一個回饋社會的方法。



相比2012年同期，香港理工大學捐血人數錄得超過180%的增幅  
Hong Kong Polytechnic University scored a over 180% increase compared to their first round results of in 2012



感謝各大專院校學生捐血救人  
A big thank you to all tertiary students for giving blood



### Blood Donation Events at Tertiary Education Institutions

The first round of blood donation events at tertiary education institutions was complete. Most universities responded to our call for more support. We would like to thank all the coordinators and student volunteers here again for their good work. Hong Kong Polytechnic University and Hong Kong Shue Yan University are the two most outstanding tertiary institutions scoring a over 180% and 120% increase compared to their first round results of last year. Hong Kong Lingnan University, The University of Hong Kong, Hong Kong Institute of Vocational Education (Tuen Mun), The Hong Kong University of Science and Technology and The Open University of Hong Kong also showed satisfactory rise in their donation figures. We urge all university and college students to take part in the second round of donation events in 2014 as one of the ways to contribute back to society.

### 鳴謝電訊盈科贊助捐血站now寬頻電視服務

承蒙電訊盈科贊助中心轄下8間捐血站內共19部電視機放映now寬頻電視節目，讓捐血者在捐血站亦可享受電視娛樂。中心現特此向電訊盈科的慷慨贊助致謝！

### Acknowledgement of PCCW's Sponsorship of now Broadband TV Service at Donor Centres

Thanks to PCCW's sponsorship of its now broadband TV service for 19 televisions at 8 donor centres, our blood donors can have access to TV entertainment at our donor centres. We extend our gratitude to PCCW again for its generous sponsorship.

希望您享受這期的會訊，如有任何意見，歡迎電郵至 [rcbts@ha.org.hk](mailto:rcbts@ha.org.hk)

We hope you will enjoy this issue of the newsletter.

If you have any suggestions, please feel free to contact us at [rcbts@ha.org.hk](mailto:rcbts@ha.org.hk)

## Information

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臉書專頁 Facebook: <http://www.facebook.com/BloodForLifeHKRCBTS>

新血會合點專頁 New Donors Rendezvous Fanpage:

<http://www.facebook.com/newdonorhkrbts>



Website



Facebook

