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प्रेस विज्ञप्ति /Press Release

Bank of Baroda organizes nationwide camps on World Blood Donor Day

~ Collects 5711 units of blood for #ISavedALifeToday ~

Mumbai, June 14, 2018: On the occasion of World Blood Donor Day on June 14, 2018, Bank of Baroda, the second-largest public sector bank, organised blood donation camps —across the country to help raise awareness about the need for safe blood and blood products, and acknowledge blood donors for their voluntary and life-saving act.

The blood donation campaign was held under the theme ‘#ISaveALifeToday’ highlighting the fundamental human values of altruism, respect, empathy and kindness. It also underlined the importance of voluntary unpaid blood donation systems.

Bank of Baroda collected 5711 units of blood from camps organised in its premises across 13 zones in collaboration with various hospitals and NGOs.

The Bank expressed its gratitude to both its staff members and customers for participating in this noble cause and making World Blood Donor Day a big success.

--Sd/-

(Shailendra Singh)
Dy. General Manager
(Marketing & WMS)

BCC/CPR/2018/ 460

Photograph Narration: Shri Ashok Kumar Garg, Executive Director, Bank of Baroda, presenting certificate to blood donor at a camp organized in Bank's Regional Office, Lucknow.



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