

Press Release

November 2009

## **Metrofile answers call to donate blood**

*- Concerns over festive season blood reserves prompted Metrofile to step up to the plate*

With the festive and holiday season just ahead of us, information and records management market leader, Metrofile, answered the call of the South African National Blood Service (SANBS) by hosting an in-house blood donation drive.

"After hearing about the dire position that the SANBS is in from recent media reports, we decided to contact the organisation and invite them to come and do a blood drive on our premises," says Peter McLaren-Kennedy, sales and marketing director at Metrofile.

"They were only too happy to do so with December traditionally being a month in which blood supplies are in short supply. It doesn't take much for a company to get involved and to allow the SANBS to come on-site to do their work. They were good with the staff and were very professional in how they handled what can be a very sensitive issue."

A team from the SANBS arrived at Metrofile on 20 November for the day, providing staff the opportunity to come and learn more about the importance of donating blood by walking them through the process. The SANBS set up an entire mobile clinic on the premises, fully kitted out with stretcher beds, blood pressure and iron testing equipment. SANBS staff kicked off by asking employees to fill out a small questionnaire of relevant information, followed by them checking the iron and blood pressure levels of individuals to ensure that they did in fact qualify as donors.

In September, the SANBS announced that it had less than two days blood stock nationally, a situation that could only spiral out of control with the holiday season fast approaching. The reasons cited for this included the late flu epidemic had that negatively impacted stock.

"More than 52 of our employees visited the onsite clinic, with 43 of them qualifying as donors.

The success of the day has prompted us to continue working with SANBS and to make this a quarterly event. SANBS have also agreed to keep staff details on their donor list and to let everyone know when the next drive will take place.

“In the meantime we will step up communications so that next time we can increase the number of donors, particularly before the holidays as typically this is when the need increases. We would urge all other companies to do the same and to encourage their staff to donate and to help turn someone’s tragedy over the festive season into a life saving moment,” states McLaren-Kennedy.

Blood donors had to be between the ages of 16 and 65, weigh more than 50 kg, lead a sexually safe lifestyle, and be in good health. Donors can donate every two months (eight weeks or 56 days) as long as they were feeling well.

ENDS

#### **Note to Editors**

#### **About Metrofile**

Established in 1983, Metrofile is the market leader in Africa for information and records management (on and off-site). The only company to provide full end-to-end solutions, Metrofile services customers across all sectors of the economy.

Metrofile’s extensive range of services enables companies and organisations to use, store, and recycle their records and information quickly, intelligently and cost effectively – freeing up valuable physical and human resources. Our services include records management, image processing, paper management and extensive range of information solutions including the supply and maintenance of scanning and document handling equipment, software development, online storage and hosting, consultancy and training.

Metrofile Holdings is quoted in “Support Services – Business Support Services” Sector of the JSE Limited (JSE).

#### **Media Enquiries**

#### **To contact at Metrofile:**

Peter McLaren-Kennedy

Sales and Marketing Director - Metrofile (Pty) Ltd

Email: [petermc@metrofile.co.za](mailto:petermc@metrofile.co.za)

Tel: +27(11) 677 3028

Cell: +27 76 093 6227

**Prepared by and to contact on behalf of Metrofile:**

Charlene Carroll

Anti-Clockwise

Email: [Charlene@anticlockwise.co.za](mailto:Charlene@anticlockwise.co.za)

Tel: +27 (11) 314 2533

Cell: +27 83 453 4723