



Ho-Ho-Hope of Blood Campaign to Draw Blood Donors during Festive Season

Singapore, November 30, 2024 – This festive season, the National Blood Programme is collaborating with Peanuts™ to launch the ***Ho-Ho-Hope of Blood*** campaign to rally blood donations. The campaign will launch on 30 November 2024 at Bloodbank@HSA and will run for the entire month of December, to boost blood donation during the holiday season, when blood stocks tend to dip.

We strongly encourage eligible blood donors to step forward to donate their blood before going for their holidays. Please download the Donate Blood App on [Google Play](#) or [Apple App Store](#) and make an appointment with any of the Bloodbanks any time in the month of December,

Spreading Festive Cheer with Peanuts™ Characters

Ho-Ho-Hope of Blood campaign features beloved Peanuts™ characters, including Snoopy, Lucy, and Charlie Brown, who will join Blood Buddy throughout December to bring smiles to donors and visitors alike. These characters will appear at various Bloodbanks throughout the month, offering delightful photo opportunities for all (Please refer to Annex A for full schedule).

During the entire month of December, all Bloodbanks will be festively adorned in Peanuts™ decorations. All blood donors will receive exclusive Peanuts™ merchandise, such as Post-Its and Bucket Hats, spreading holiday cheer and gratitude. This limited-edition merchandise will be distributed at the different Bloodbanks across the month of December, while stocks last (Please refer to Annex B for further details).



"As we celebrate the spirit of giving this Christmas, the most precious gift we can offer is the gift of life. By donating blood before going for your holidays, each of us has the power to be a real-life holiday hero and help another person in need. This time round, we are happy to collaborate with SRC on a new different festive concept and we hope to inspire more donors to step forward and make a difference. This will ensure our blood supply remains well-stocked during the holiday season," commented Adj Assoc Prof Raymond Chua, Chief Executive Officer- Designate, Health Sciences Authority.

YouthInspire Initiative to Build Community Resilience

Since the launch of SRC's YouthInspire initiative at this year's World Blood Donor Day event, the initiative has attracted strong youth involvement, with nearly 50 youth volunteers joining the club to support blood donation events, roadshows, and social media campaigns.



Aye Myat Thiri Ko Ko @ Florence, aged 18, a regular volunteer with the Singapore Red Cross is one of these remarkable individuals. She recently emceed at the YouthInspire blood donation event in partnership with the Olivia Rodrigo Fan Club and inspired everyone with her enthusiasm to volunteer and donate blood. “YouthInspire offers a rewarding platform for young people to contribute to society and enrich their own lives by brightening the lives of others. Through engaging and meaningful activities, participants can make a positive impact whilst having fun and developing personally. It is an excellent way to foster community spirit and cultivate a sense of social responsibility,” commented Florence.

Interested youth can join this vibrant community by signing up at www.go.gov.sg/srcyouthinspire.

Donating Before the Holidays: A Vital Gift

As the holiday season approaches, many donors are occupied with travel and celebrations during this time. Consequently, blood donations typically decrease by up to 20%. Moreover, depending on the travel destination, donors may be ineligible to give blood for up to four months after their return. Therefore, we urge all eligible donors to make a life-saving donation before their scheduled travels.

This December, embody the true spirit of giving by donating blood — a gift that can save lives. Join us to spread hope and healing during the festive season and beyond.

Issued by the Singapore Red Cross and the Health Sciences Authority

About Singapore Red Cross

Singapore Red Cross is a homegrown humanitarian organisation, dedicated to relieving human suffering, protecting lives and dignity, and responding to emergencies since 1949. We serve the vulnerable through our blood donor programme, home and day activity centre for the disabled, transport aid, elderaid, family life aid, and community first aid. We build capacity and resilience through our training academy, and volunteer and youth development. Beyond our shores, we mobilise and translate contributions from the donor community to relief and recovery, rehabilitation and reconstruction efforts, with the aim of helping communities affected by disasters. For more information, please see www.redcross.sg.

About HSA's Blood Services Group

The HSA's Blood Services Group, as the national blood service, secures the nation's blood supply by ensuring a safe and adequate blood supply. It is responsible for collecting, processing, testing and distributing blood and blood products to all hospitals in Singapore. It also provides specialised transfusion medicine services in immunohaematology and tissue typing.



Annex A – Peanuts™ & Blood Buddy Mascot Appearance

Locations	Dates	Timings (30 Minutes Appearance)
Bloodbank@HSA	30 November	Bloodbank greeting: 10AM (10mins) Blood Buddy: 9.30AM, 1.30PM Peanuts™ Charlie Brown: 10.30AM, 2.30PM Peanuts™ Snoopy: 11.30AM, 3.30PM Peanuts™ Lucy: 12.30PM, 4.30PM
Bloodbank@Westgate Tower	7 December	Bloodbank greeting: 10AM (10mins)
Bloodbank@One Punggol	14 December	Peanuts™: 11AM, 1PM, 3PM Blood Buddy: 12PM, 2PM, 4PM
Bloodbank@Woodlands	21 December	
Bloodbank @ Dhoby Ghaut	28 December	

Annex B – SRC X Peanuts™ Merchandise Availability

Locations	Dates	Merchandise
All Bloodbanks except HSA & Dhoby Ghaut	1 – 31 Dec	Peanuts™ Reversible Bucket hat if donors come in 2 pax or more
Bloodbank@HSA	30 Nov - 6 Dec	Peanuts™ Post-It Giveaway to all donors
Bloodbank@Westgate Tower	7 - 13 Dec	Peanuts™ Post-It Giveaway to all donors
Bloodbank@One Punggol	14 - 20 Dec	Peanuts™ Post-It Giveaway to all donors
Bloodbank@Woodlands	21 - 27 Dec	Peanuts™ Post-It Giveaway to all donors



Bloodbank @ Dhoby Ghaut	28 - 31 Dec	Peanuts™ Post-It Giveaway to all donors
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