

 DESPITE being on holiday at the Avillion Admiral Cove in Port Dickson, Lim Chun Kiat decided to do his duty and donate blood when he heard the hotel was organising a blood donation drive in aid of the Port Dickson Hospital's blood bank. It was the first time the 28-year-old had donated blood but he was more than happy to be able to contribute towards a worthy cause.

Although I am here on holiday with my mother and girlfriend, I knew I had to do my part. After all, it only takes a little time and my small contribution can make a big difference to someone's life, he said.

His mother Yap Suat Bee, who had donated blood more than 10 times, said she encouraged her son to do his bit especially since the donation drive was held on the eve of Wesak.

Selflessness is one of the values we practise and donating blood to help others in need makes our Wesak holiday even more meaningful, she said.

Avillion Hotel Group marketing manager Lawrence Lee said it was the eighth consecutive year a blood donation drive was organised at the Avillion Admiral Cove.

The campaign, dubbed 'A Life in Dire Need, A Drop of Blood in Deed', was part of the hotel's corporate social responsibility initiatives.

Blood banks are always in need and although there is greater awareness now, it helps to facilitate such campaigns and get our employees as well as members of the public involved, he said.

As a result of the hotel's effort, 116 pints of blood were collected in aid of the Port Dickson Hospital's blood bank in just one day.

Among the donors were hotel employees, guests and employees of other organisations in the area who were invited by the hotel to do their bit.

Avillion Admiral Cove general manager Alan Kay, who was among the donors, said it was the hotel's duty to create awareness on the importance of replenishing the hospital's blood.

Donating blood is a generous deed and who knows, we ourselves may one day need blood. I was touched by the many stories related by the nurses on how donated blood has helped save lives especially in accident cases or during operations, he said.

In return for the support it received, the hospital provided free outpatient health checks and Hepatitis B inoculation for those who donated blood twice within a one-year period.