



**PERSATUAN KEBAJIKAN IVORY,
PULAU PINANG** (1685-06-PPG)

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FOR IMMEDIATE RELEASE

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GEORGE TOWN: The Penang General Hospital collected some 50 blood bags during a charity drive held by Ivorycares at M Mall O2O, Penang Times Square.

Organised by Ivory Properties Group Berhad's charitable arm, Ivorycares, over 60 potential donors turned up but some were not eligible due to health reasons.

After giving blood, the blood donors were given light refreshments including Milo, mineral water, curry puffs and biscuits as a token of appreciation and to help replenish their bodies.

With the theme "We share, we care", the event was held at the ground floor concourse of M Mall O2O's old wing, sponsored by M Mall O2O on April 21 from 12pm to 4pm.

Ivorycares vice president Winnie Yeoh said the blood donation campaign is an annual campaign for the group.

She added that apart from blood donation, hospital personnel also educated the public on organ donation.

"We hope to create a convenient platform for the public to donate blood and we are glad to see that there are many experienced donors as well as first-timers who were eager to do their part," she said.

This campaign is part of Ivory Properties Group Berhad's corporate social responsibility (CSR) programme.

Other CSR programmes include visitation to old folks' homes, beach cleaning activities and goods donations to charity homes.

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