



## MEDIA RELEASE

### **BWS versus Dan Murphy's in blood donation drive**

***Monday, 3 March 2014:***

Woolworths BWS and Dan Murphy's stores in the Newcastle region will go head-to-head in a three-month blood donation drive from Monday March 3.

Dubbed the "Bottled Blood Battle", BWS and Dan Murphy's staff will be invited to donate blood, for the benefit of people in the community, in a friendly challenge between the brands.

The teams have partnered with the Australian Red Cross Blood Service, which will set up an online tracking register to monitor and measure donations. It will award a trophy to the team that donates the most blood.

BWS Area Manager Newcastle/North Coast Sharon Toner, who oversees 31 stores and around 160 staff, says the challenge is an excellent collaborative opportunity for teams and a fantastic community project. She is hopeful of reaching 60 donations from her team.

"The Red Cross make it very easy to do a team challenge," she said, adding that a Blood Service courtesy bus would be available to groups of four or more staff who donate blood during work hours. Staff can also donate blood in their own time.

Dan Murphy's area manager Sharndra Neville oversees 13 stores and about 260 staff and is also hopeful of reaching 60 donations from her team.

Blood Service Community Relations Officer Simon McMillan said the organisation was aiming for Australian companies to be responsible for donating a quarter of its blood supply.

"We're extremely grateful for the initiative of Woolworths Ltd in organising such a fantastic blood drive between BWS and Dan Murphy's. These challenges certainly mean we can encourage regular donation habits through healthy competition."

"This is the first blood drive of its kind where we have seen two Woolworths organisations going head-to-head to see who can give the most blood. It is friendly competition that makes a huge difference to the community, as each donation that BWS and Dan Murphy's staff give, will save three lives."

"Each week, we need over 27,000 blood donations across Australia, so the difference BWS and Dan Murphy's staff will make is huge."

Sharon Toner and Sharndra Neville will donate blood together on Thursday March 6.

For further information and photograph opportunities contact: **Woolworths Press Office** on 02 8885 1033 or [media@woolworths.com.au](mailto:media@woolworths.com.au)