



Chinese Community Asking You to 'Be the One'

Local Chinese Group Launch Month Long Stem Cell Awareness Campaign

For Immediate Release

Toronto, January 22, 2009 – Canada's OneMatch Stem Cell and Marrow Network is pleased to partner with OtherHalf - Chinese Stem Cell Initiative by announcing an awareness campaign aimed directly at increasing the number of Chinese stem cell registrants in Canada and throughout the world. The campaign will culminate with an Awareness Event at First Markham Place, 3255 Hwy. #7, East, Markham, Ontario, on February 21st.

Patients needing stem cells transplants include those suffering from cancers, lymphoma, myeloma and other immune and genetic disorders. Only 30 per cent of them can typically find a match within their own family, while the other 70 per cent must depend on the generosity of unrelated donors. Because the likelihood of finding a match is far greater within one's own ethnic group, more donors from diverse backgrounds are needed to sign up for the OneMatch Stem Cell and Marrow Network. Equally, at any given time at least 600 Canadian patients facing life-threatening illnesses are in need of a stem cell transplant.

"By partnering with groups such as OtherHalf - Chinese Stem Cell Initiative, OneMatch and Canadian Blood Services, recognize and embrace the power of community; to lead by example by making stem cell transplants more readily available for patients not only within their community, but within Chinese communities around the world," confirms Sue Smith, Executive Director, OneMatch Stem Cell and Marrow Registry. "I ask for other diverse groups to follow this example and work together side-by-side with OneMatch towards our collective goal of increasing all diversities on OneMatch Stem Cell and Marrow Registry."

Helping the Chinese community not just in Canada but around the world is at the centre of Susan Go, Co-chair of OtherHalf - Chinese Stem Cell Initiative's reason for holding the campaign and awareness event. "As a community we can no longer be complacent thinking, 'it will not be me' when clearly our community is underrepresented on the OneMatch Network. As a group we needed action now from all parts of our community to make sure we have done everything within our power to increase the number of Chinese registrants here in Canada and around the world."

There are many activities the group has planned over the next four weeks from the launch of <http://www.chinesestemcell.ca>, an information booth at the CNY Rogers Centre event on Jan. 23, 24 and 25 and youth focused recruitment activities on YouTube and Facebook all centred around promoting the immediate need and the February 21st Awareness Event at First Markham Place.

If you're interested in becoming the one match to save someone's life, join OneMatch today by logging onto www.onematch.ca or calling Canadian Blood Services at 1 888 2 DONATE (1 888 236-6283).

About OtherHalf Chinese Stem Cell Initiative

Currently there are about 10 Chinese Canadian patients waiting for unrelated stem cell donors in Canada alone. Out of over 12 million donors registered in the Bone Marrow Donors Worldwide database less than 500,000 of these registrants are of Chinese origin.



OtherHalf—Chinese Stem Cell Initiative was started by a group of concerned citizens from diverse backgrounds who wanted to make this dire situation known to the Chinese public. In collaboration with OneMatch, the Canadian stem cell agency, our goal is to increase the number of registrants of Chinese origin in the stem cell registry. With help from OneMatch, patients, various community organizations, medical experts, and media specialists, we are conducting awareness campaigns to deflect myths and educate the public about stem cell donation. It is our sincere hope that this will motivate the Chinese community to champion this initiative and encourage all Chinese Canadians to register as stem cell donors with OneMatch.

We would like people to think how good they would feel if they could save a life... BE THE ONE. Be the 'other half' to save a life.

About Canadian Blood Services/OneMatch

Canadian Blood Services is a national, not-for-profit charitable organization that manages the supply of blood and blood products in all provinces and territories outside of Quebec. Canadian Blood Services also oversees the OneMatch Stem Cell and Marrow Network, and provides national leadership for organ and tissue donation and transplantation. Canadian Blood Services operates 40 permanent collection sites and more than 19,000 donor clinics annually. The provincial and territorial Ministries of Health provide operational funding to Canadian Blood Services. The federal government, through Health Canada, is responsible for regulating the blood system. For more information, please visit our Web site at www.blood.ca.