

# Techno Q leads campaign on World Blood Donor Day

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DOHA

TECHNO Q, Qatar's leading systems integrator and provider of digital signage installations in the region – recently staged a high-profile blood donation campaign on its premises as part of its corporate social responsibility programmes.

Organised in support of the Hamad Medical Corporation's (HMC) Blood Donor Unit, the annual event was held to mark World Blood Donor Day. The cam-

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ampaign was aimed at raising awareness of the importance of donating blood to help save lives. Techno Q received the support of the local community by inviting neighbouring businesses to join in the blood donation drive.

Employees of Alwan Furnishing, KitchenCo, Rattanhouse and Bin Rashid joined Techno Q staff to take part in the donation drive, at the end of which Techno Q's efforts to raise awareness of voluntary blood donation were rewarded with a certificate of appreciation by a representative from the HMC Blood Donor unit.



Volunteers take part in a blood donation campaign, in Doha, recently.

