## "A BLOOD FOR A CAUSE…"

Written by Donjie G. Vertuoso



***BRAND HEROES – Saving lives with the blood we gave.*** The Cotabato Light team members donate blood during the Philippine Red Cross Blood Donors Month activity at Cotabato City Plaza.

"Every Donor is a Hero" – this was the theme of Philippine Red Cross (PRC) Blood Donor's

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Month celebration which was held at Cotabato City Plaza on July 8, 2012.

Known for its social commitment and reputation, the PRC once again invited **Cotabato Light and Power Company** to help them in realizing this worthwhile activity.  Without a second thought, the latter extended some financial assistance and volunteered a handful of company brand heroes to share their precious blood for a noble cause.

In support to such worthwhile project, ten team members from Cotabato Light heeded to the call of volunteerism but only six were given the green light.  The brave and successful donors were Jeffrey Escalona, Michael Hepiga, Jeovani Tuquib, Wiliam Jaum, Dominic Arth Alivio and Donjie Vertuoso.

As other people would say, *you do not need to be a superhero to save lives! Give blood and save lives – dugo mo, buhay ko!*                                A phrase that is powerful enough to motivate any natural born-hero to act and participate.

Donating blood has obvious benefits to the recipients but there are also lesser known benefits for the donor.  If you donate blood on a regular basis you can get more than just a great feeling that you have saved a life.

Actually, it is mutually beneficial to all, while it is true that we share our life giving blood to the recipient, it rejuvenates us - the donors by regenerating new blood in our body. It also helps the donor to keep away from the risk of having a heart disease and cancer.

May this simple and unselfish act of charity inspire everyone to share their own blood and develop that sense of volunteerism.  At the end of the day, it is not the material treasures that we save that counts, but the life that we touched and saved – that's what matter most.