

Byblos Bank Supports the Lebanese Red Cross with “Donate Blood. Donate Life” Campaign

Byblos Bank Headquarters, Ashrafieh, 1 June 2012: In the framework of its support to the Lebanese Red Cross, Byblos Bank organized the “Donate Blood. Donate Life” campaign in its Headquarters in Ashrafieh, in cooperation with the Gemayzeh Blood Bank. Held in the presence of the Blood Bank representative, Mrs. Janine Khoury, and under the supervision of the Director of Blood Banks, Mrs. Hala Jabr and her medical team, the campaign witnessed a noticeable turnout. Byblos Bank employees all hailed this volunteer initiative and flocked to donate blood as an active contribution to this humanitarian endeavor.

Mrs. Nada Tawil, Head of Group Communication Department at Byblos Bank, commented on the event saying, *“This campaign falls in the scope of the continuous cooperation between Byblos Bank and the Lebanese Red Cross. These two veteran institutions work for a common cause, which is to serve people and spread a cooperative spirit among the members of society. Today, Byblos Bank Employees have demonstrated their advocacy of humanitarian ventures and volunteer work. We all belong to this society, and when we join our efforts and team up for a good cause like that of the Red Cross, we take our society to new and better heights.”*

On the other hand, Mrs. Jabr expressed her appreciation for Byblos Bank’s blood donation campaign to the Lebanese Red Cross and the Blood Bank, while pinpointing the employees’ positive response and voicing her hope for ongoing cooperation to serve noble humanitarian causes.

It is worthy to note that Byblos Bank has had a long-standing cooperation with the Lebanese Red Cross, which was notably translated in annual blood donation campaigns. In addition, Byblos Bank is considered the first Lebanese Bank to participate in similar campaigns and has previously donated a Blood Bank Center in Jbeil.
