

## **HEB Community Blood Donation Drive**

**Thursday, 2 November 2023, 10.00am to 4.00pm**

**HSS Engineers Berhad, Ground Floor Lounge**

HSS Engineers Berhad, in collaboration with Pusat Darah Negara (PDN), organised a community blood donation drive that welcomed participation from HEB personnel and the surrounding community on 2 November 2023. Aligned with our commitment to corporate social responsibility, HEB recognises the pivotal role our business plays in fostering a positive societal impact. One of the most influential avenues through which we can achieve this is by endorsing and facilitating blood donation.

Our Executive Vice-Chairman and Acting Group Chief Executive Officer, Tan Sri Kuna Sittampalam steadfastly believes that blood donation constitutes a potent act of benevolence, capable of saving lives and fortifying communities. As an organization, we take pride in fervently championing this life-preserving cause.

"As an organization, we consider it a privilege to assist individuals from diverse communities. Contributing to our nation's goal of achieving a blood donation rate of 35 to 40 donors per 1,000 population by 2030 has been a gratifying endeavour. This noble cause yields benefits for both donors and recipients," Tan Sri Kuna said.

The encouragement and endorsement provided by Tan Sri Kuna significantly contributed to the success of our blood donation drive, which proved to be an eventful occasion. A total of 55 individuals generously donated their blood, with employees and members of our working communities joyfully converging at our HEB lounge to support the cause through voluntary blood donation.

Particularly noteworthy was the experience of first-time donors, who found the process to be rewarding and meaningful from the outset. The professional care administered by the medical team ensured a seamless and relatively painless experience. Every volunteer received delectable refreshments and thoughtful goodie bags as tokens of appreciation, fostering a sense of community among participants from contributing to such a noble cause.

