



## **You Can't Be A Celebrity Overnight – Medical and Dental wing.**

**Event name:** World Blood Donors Day 2020

**Event nature:** Online campaign

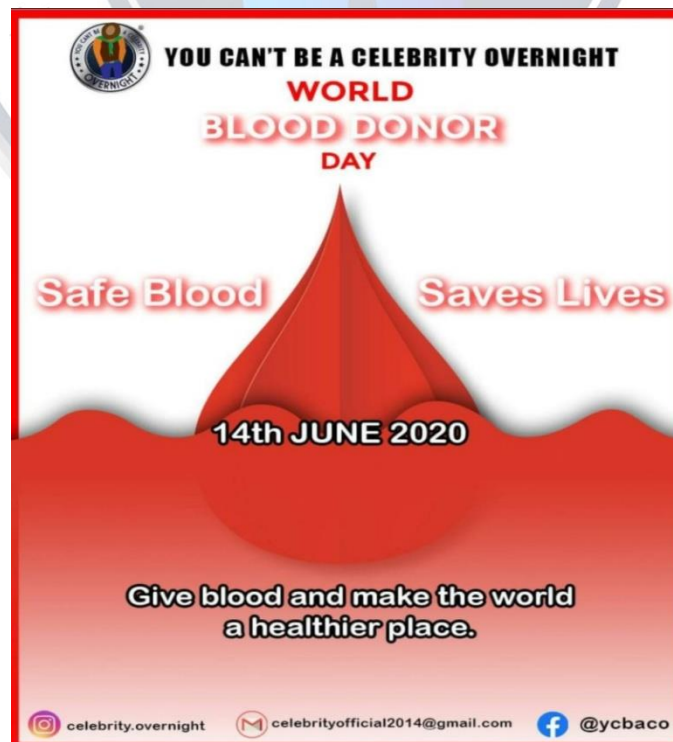
**Mode of delivery:** via. Social media applications. Like Facebook, Instagram, WhatsApp and Twitter.

**Event Date:** 14.6.2020

**Organised by:** You Can't Be A Celebrity Overnight – Medical and Dental wing

### **CAMPAIGN SUMMARY**

On **June 14<sup>th</sup> 2020**, an online campaign was organized by Medical and Dental wing of You Can't Be A Celebrity Overnighton **WORLD BLOOD DONOR DAY 2020**. An initiative by Dr. Bijivin Raj MDS, Ph.D (**Director of Medical and Dental Wing YCBACO**) and the members of YCBACO. On this note a **self-designed poster** was circulated on the **social media platforms** like WhatsApp, Facebook, Instagram and Twitter.



This campaign supports the idea of WHO global campaign on the **theme 'Safe Blood Saves Lives'** which was promoted with the slogan **'Give blood and make the world a healthier place'**. The main idea is that, contribution of an individual giver can make lot of positive changes for others in a community, states WHO. Blood donations are much needed all over the world to ensure that every individual in the community have an access to safe and quality-assured blood and blood products in both normal and emergency situations. Through this campaign, we tried motivating the youth to become an upcoming generation with voluntary blood donors. This Campaign was well appreciated and received by the people.

**Verified by:** Dr. Jeff Walter Rajadurai M.S (ortho), MIMSA, MIPHA, FMERC, MSc (Psy), MBA. **(CEO& Founder of YCBACO)**

**Event Report prepared by:** Sara Yeldhos **(Co-ordinator of internal affairs)**

**Event reported on date:**14.06.2020

**Authorised by:** Dr. Bijivin Raj, MDS, Ph.D, Director of Medical and Dental Wing – You Can't Be A Celebrity Overnight.

