

MEDIA RELEASE
8 AUGUST, 2011

RED CROSS JUMPS ON BOARD WITH FOOTBALL WEST

Football West is pleased to announce that the 2011 Football West State League Cup Final will be rebranded the 'Donate Blood Cup Final' in partnership with the Australian Red Cross Blood Service.

The four match officials will be kitted out in red uniforms for the 3pm kickoff at Macedonia Park between Perth SC and Sorrento, while both sets of players will be wearing red armbands to help promote the cause.

As part of the match day activities, the Australian Red Cross Blood Service will have staff present for pledging, and being able to provide plenty of information about donating blood. Mascots Billi the Blood Drop and Plasma Pete will also be in attendance.

The issue of blood donation carries special significance to WA football as the son of our very own Socceroos goalkeeper Brad Jones needs a bone marrow transplant.

Jones' five-year-old son Luca had a transplant last September, three months after being diagnosed with cancer, prompting his father to dramatically quit the 2010 FIFA World Cup in South Africa to be with him.

Luca has since been readmitted to hospital after tests confirmed that acute myeloid leukaemia had reappeared.

The sport's peak body in WA is keen to raise awareness of the need for more blood and bone marrow donors, and the Cup Final is the perfect stage for this.

Football West Chief Executive Peter Hugg says: "Football West is committed to using certain events and our activities to promote worthy causes and with the case of young Luca still fresh in our minds from last year's World Cup, it was fitting that we work with the Red Cross on this occasion."

"I would encourage everyone to attend The Donate Blood Cup Final, enjoy a wonderful day of football at the same time make a difference to someone who may need a blood transfusion in the event of an emergency."

Red Cross Community Relations Officer Jackie Kallen says that WA needs over 3,000 blood donations each week to help save lives.

"Many of us take our health for granted but 1 in 3 Australians will need donated blood during their lifetime," she said.

"This probably means that someone you know will need blood. The Blood Service and Football West are encouraging all players, team officials and supporters to give where it's needed most and give blood.

"The Donate Blood Cup Final invites everyone to roll up their sleeves and give blood to save lives and make a difference.



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“It feels good to give, knowing that every donation can save three lives. Your life won’t change, but someone else’s will. Football West and the Blood Service wants to see everyone do something special, and give blood.”

To become a bone marrow donor and possibly help Luca, call the Australian Red Cross Blood Service on 13 14 95. Donors must be aged 18-40. All donors will become part of an international register.

More information can be found at donateblood.com.au

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State League Cup Finals

Saturday 20 August

Macedonia Park, 273 Albert Street, Balcatta

State League Under 18’s Cup Final

10.00am: Bayswater City v Floreat Athena

State League Reserves Cup Final

12.30pm: ECU Joondalup v Shamrock Rovers

Donate Blood Cup Final

3.00pm: Perth SC v Sorrento