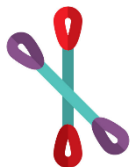


Answer Adam. Here are three simple ways to help:



Make your financial gift today to give hope to patients by completing and returning the reply coupon in this package, or by visiting **give.blood.ca/Hope**.



Start your lifesaving journey to becoming a stem cell donor by visiting **blood.ca/stem cells**, or, encourage others who may be eligible to join Canadian Blood Services stem cell registry.



Book your next appointment to donate blood, plasma or platelets to further support patients and transform lives, or, ask others who may be eligible to donate to do so on your behalf.

Other convenient ways to give and learn more: Visit us online at give.blood.ca OR call us at **613.739.2339**

Canadian Blood Services, Philanthropy Dept., 1800 Alta Vista Drive, Ottawa, ON K1G 4J5 | Charitable Registration no. 870157641RR001



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Like many of us, my early life was one of blissful ignorance, unexposed to the enormous demand for blood products and their impact on a diverse patient community. I felt encapsulated by this shroud of naïveté that provided an illegitimate safe haven from the afflictions of others, their trauma, disease and tragedy that I felt was worlds away.

Six years ago, I experienced unusual malaise and symptoms of internal bleeding that suggested an emerging medical condition. Whether you believe it to be destiny or serendipity, this surfaced days after hearing my wife and I were expecting our first child which invaded my mind with an intense juxtaposition of emotions that seemed at odds with one another.

I can still see the doctor walk into the room with a look of distress in acknowledgement of his obligation to deliver a message that was in conflict with my optimism. My bionic heart raced in anticipation of his diagnosis as I braced for sudden impact. While he provided some preamble to his diagnosis, I really only understood one word amidst the terror, my worst nightmare incarnate—leukemia. I had unknowingly and without warning arrived at the world away.

The barrage of treatment over the next 4 years necessitated frequent blood products and stem cells that quite literally served as my lifeline after a hard physical reboot. Without them, I would have never met my daughter, walked her to kindergarten or attended a dance recital. I would have missed writing the best chapters of my life that shifted my narrative and spawned my hopeful motif.

Please answer my plea to donate if you're able to support others like me but more importantly like you...

Be the ink in their next page.

—

Adam Coletta, blood, platelet and stem cell recipient