

October 26th, 2022

AEON MALL (CAMBODIA) CO.,LTD

AEON MALL PHNOM PENH



~~The 2nd drive of Blood donation activity~~

AEON MALL CAMBODIA and Japan Heart organized the Blood donation event

AEON MALL (Cambodia) Co., Ltd. (hereinafter referred to as “Our Company”) had organized the 2nd Blood Donation event in collaboration with Japan Heart Children’s Medical Center (the “Japan Heart”) under the campaign “Blood of Kindness” which took place on the ground floor of Lively Plaza of AEON MALL Phnom Penh on 25th October 2022.

In this event, our company offered its premises in AEON MALL Phnom Penh to launch the blood donation drive which is initiated by our company and Japan Heart with the support of the National Blood Transfusion Center (NBTC) to source donors from the general public and supporter to help acute the Blood shortage and the Children who have cancer. With a total of **95 donors** from our golden heart customers, that made this blood donation event was hosted successfully with meaningfully.

In an effort to respond to this issue, our company had decided to conduct this blood donation drive with Japan Heart regularly. As we know these difficulties in sourcing the necessary blood for surgeries in Cambodia is very challenging, therefore, our company will continue to contribute to raising this awareness for the public on the importance of blood donation in Cambodia. Based on the basic principle “**Perusing peace, respecting humanity, and contributing to local communities**”, always with our point of view as its core.

[Overview of the Blood donation event]

- ✓ Place : On the ground floor of Lively Plaza of AEON MALL Phnom Penh
- ✓ Event date : October 25th 2022, 09:00 -16:30
- ✓ No. Donor : 95 donors



Blood Donation's Photos

***About Japan Heart Children's Medical Center:**

Japan Heart is an international medical NGO that originated in Japan and was established in 2004. And in 2008, they come to Cambodia as a non-profit medical organization that provides sincere care for Patents as well as treatment for children who has cancer

SUSTAINABLE DEVELOPMENT GOALS

Our company is actively working company-wide toward the 17 global goals "SDGs" that should be worked on by 2030. The development goals to which this initiative applies are as shown in the figure on the right.

