

## **Taking a shot to help save a life: Canada Life to make donation to Canadian Blood Services at Saskatoon Blades game**

Saskatoon, SK, March 2, 2020. . . Carol Brons, the mother of the former Humboldt Broncos Athletic Therapist Dayna Brons, will honour her daughter's legacy at the Saskatoon Blades game on Wednesday, March 4.

As the game's presenting sponsor, Canada Life will invite **Carol Brons** to shoot for the chance to have a \$1,000 donation made to Canadian Blood Services in Dayna's name. Canada Life will also present a \$100,000 cheque supporting Canadian Blood Service's NextGen Lifeline program. The company is the founding national supporter.

- Dayna Brons, 24, was the athletic therapist for the Humboldt Broncos Hockey Club. She passed away April 11, 2018 after suffering fatal injuries in the team's tragic bus crash. Dayna was a regular blood donor, and since her passing, her mother Carol has become a blood donor. To honour her legacy, Hockey Gives Blood, in partnership with Canadian Blood Services, created the Dayna Brons Honorary Award to recognize an individual from Canada's hockey community who exhibits outstanding dedication towards patients who rely on blood and stem cell products in Canada.

"Every minute of every day, someone in Canada needs blood," said Jeff Macoun, President and Chief Operating Officer, Canada, Canada Life. "We're proud to continue our long-standing partnership with Canadian Blood Services and at the same time, offer people a chance to make a meaningful contribution to a cause they care about so deeply."

Mr. Macoun also added that as the NextGen Lifeline program's national founding supporter, we're honoured to play a part in supporting the next generation of blood donors and future champions of the cause across the country.

Canada Life has been a dedicated supporter of Canadian Blood Services for more than 50 years. In 2015, Canada Life made a national commitment to support Canadian Blood Services and Hema Quebec Donor Services by officially joining the Partners for Life program. The company is also the founding national supporter of the NextGen Lifeline program and is recognized as a National Lifeline Partner. In 2019, Canada Life extended their support for Canadian Blood Services by partnering with them for select Canadian Hockey League Game Nights in communities across the country.

### **About Canadian Blood Services**

Canadian Blood Services is a not-for-profit charitable organization. Regulated by Health Canada as a biologics manufacturer and primarily funded by the provincial and territorial ministries of health, Canadian Blood Services operates with a national scope, infrastructure and governance that make it unique within Canadian healthcare. In the domain of blood, plasma and stem cells, we provide services for patients on behalf of all provincial and territorial governments except Quebec. The national transplant registry for interprovincial organ sharing and related programs reaches into all provinces and territories, as a biological lifeline for Canadians. Learn more at [blood.ca](http://blood.ca).

### **About The Canada Life Assurance Company**

[Canada Life](http://CanadaLife) is a leading insurance, wealth management and benefits provider focused on improving the financial, physical and mental well-being of Canadians. For more than 170 years, individuals, families and business owners across Canada have trusted us to provide sound guidance and deliver on the promises we've made.

As of January 1, 2020, Great-West Life, London Life and Canada Life became one company – Canada Life, and today, we proudly serve more than 13 million customer relationships from coast to coast to coast.

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