



2026 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

National Blood Donor Month

Honouring the Lifesaving Impact of Donors

INTEGRATED CONTENT FEATURES: Turnkey solutions in which participating advertisers can be mentioned or quoted in at least one story.

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Blood health
The quest continues to find new treatments for blood cancers and other blood diseases

EMPLOYEES AND CUSTOMERS RALLY AROUND THE CAUSE

THE UNIVERSITY OF CALGARY
The University of Calgary is a leader in blood research and has been instrumental in the development of new treatments for blood cancers and other blood diseases. The university's research is focused on understanding the underlying mechanisms of these diseases and developing targeted therapies. The university's research is also focused on improving the quality of life for patients with blood diseases. The university's research is also focused on developing new diagnostic tools for blood diseases.

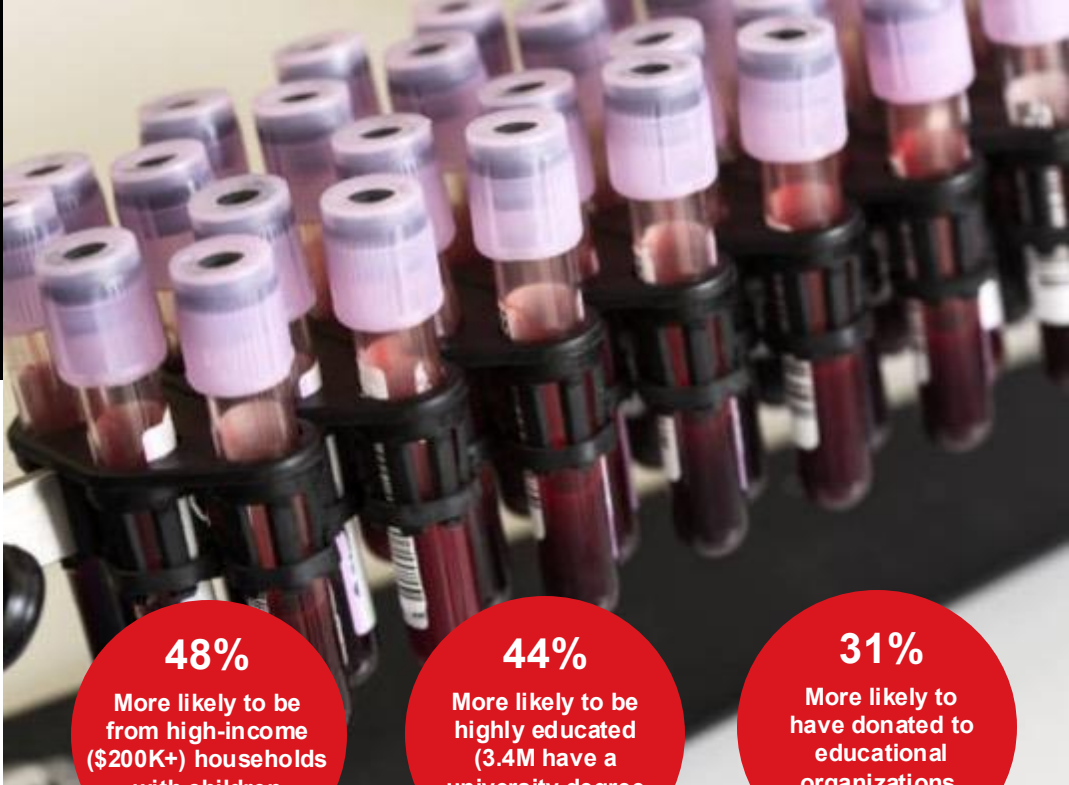
BEER STORE
Donate your empties to support the research of blood cancers and make a difference in the lives of patients. Visit bottledrive.ca

Every January, National Blood Donor Month recognizes the generosity of Canadians who support our healthcare system by donating blood and plasma. With winter typically seeing a decline in donations, this is also a critical time to raise awareness and encourage new and returning donors to step forward. This special feature will spotlight the importance of donation, explore how blood products save lives daily, and showcase the people and organizations making a difference.

- Proposed topic highlights:**
- The Lifeline of Care:** Why blood and plasma donations are essential to emergency response, surgeries, cancer care, and more.
 - Recognizing Donors:** Stories of dedicated Canadians whose donations continue to change lives.
 - Winter Shortages:** The challenges of seasonal slowdowns and how to overcome them.
 - How to Get Involved:** Making it easy for individuals and workplaces to become part of Canada's donor network.
 - Plasma Matters:** The growing importance of plasma and its role in treating rare and chronic conditions.
 - Innovation in Blood Collection:** How technology and data are improving donor experiences and saving more lives.

GET INVOLVED TODAY. CONTACT:
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Content produced by Randall Anthony Communications, a Globe-approved provider



Print/Digital Weekly Readers – **5,286,000**
Print Weekly Readers – **2,417,000** | Digital Weekly Readers – **3,636,000**

Source: Vividata SCC Fall, 2024, National, Adults 18+

Sponsor Content and Brand Ad Booking Deadline	Material Deadline	Publishing Date
November 17, 2025	January 5, 2026	January 12, 2026