

My Soap Box

Description

Well, itâ€™s that time of the year. A time where University students scamper home and spend days in seclusion, in that last final push to finish all the assignments before the end of term.

I have three assignments. While two of three have extensions, I still would like to finish them as soon as possible. So, suffice it to say, this week is going to be very, very busy.

But, that is not the purpose of this post.

If you have hung around me long enough, you will know that I am not a fan of a particular slogan used by Canadian Blood Services. The slogan is: “Blood. It’s in you to give.”

Every time I hear it, it makes me angry.

Frankly, no. Blood is not in me to give.

MY blood is in ME to keep ME alive and well. Blood has a myriad of functions within the confines of my body, but all are designed to keep me alive.

I think donating blood is a spectacular thing, as it can help numerous people, and there is always a shortage of blood in ERâ€™s. I encourage everyone to give blood, as well as sign their organ donor card. Iâ€™ve signed my donor card, so that I could help as many people as I can with my organs if something were to happen.

But, the slogan from Canadian Blood Services seems to imply that the sole purpose of my blood is for me to help others.

NO.

Now, if you take a more metaphysical approach at the slogan, it could mean the power to give can be found within myself. If that is the purpose, why not say something along the lines of: Blood. YOU can save a life.

Itâ€™s still quick, punchy and to the point, exactly what you need in a slogan.

So, come on Canadian Blood Services, change that slogan!

Category

1. Annoying
2. Blood
3. Canadian Blood Services
4. End of term

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