

Press Release

These labels assigned by the Prime Minister, allow organizations nonprofit wishing campaigns involving public generosity to get free broadcasts (label "national cause") or rates (label "campaign general interest ") on public radio and television. The Prime Minister wished to assign the label "national cause" for donations of organs, blood, platelet and bone marrow because despite the efforts and commitment of so many of our fellow citizens, unmet needs remain acute.

Relation: Directorate of Media Development

Weblinks

Website



Source

The Great National Cause 2009 - "organ donation, blood donation, donation of platelets and bone marrow donation."

Metadata

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CONTRIBUTOR: the Biomedicine Agency and the French Blood Establishment

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