EHI, TU! HAI MIDOLLO?

PRESS RELEASE
4500 new heroes for donating Bone Marrow

Great success of solidarity in Italian Squares for the event “Ehi, tu! Hai midollo?”

Over 4500 young people responded to the invitation to come to the Italian city squares to take part to National event “Ehi, tu! Hai midollo?”. It took place in 70 Italian town on the 28th of September with the task to register new young donors into Italian National Bone Marrow Donor Registry. Besides, over 1290 other persons promised to come later for being drawn in order to be HLA typed and enrolled in the registry.

Then as we hoped, the 4000 new donor goal has been overcome.

“This incredible result - Nicoletta Sacchi, IBMDR Director, said - must be attributed to the generosity and altruism of Italian Young people but to VIP (Federazione Viviamo In Positivo Onlus) and ADMO (Associazione Donatori Midollo Osseo) as well; in fact they, with an untiring enthusiasm, had been working for months in order to organize the event and then, on the squares, they did their best for recruiting young potential donors. The initiative is by now the hinge event for national bone marrow donor drive and we hope to be able to propose it again and again in the next years”.

This was the third National edition of “Ehi, tu! Hai midollo?”. During last years the fellowship and the willingness to do the best had given away hope and a possibility to all that have been waiting for a bone marrow transplant without having a donor into their families.

Every edition has a greater impact than the previous one thanks to organizers and IBMDR energies: in 2011, the first edition, the drawn donors were 1859 and the promises 973; in 2012 3175 and 864 respectively.

This year the initiative has been supported by CUS Genova rugby team and Sporting Club Quinto water-ball team, which players have been typed at Galliera Hospital in Genoa, but also by the Serie A TIM League and by Genoa and Sampdoria football temas, together with UCI Cinemas Italia, Valentyina Arrighetti (volley -ball player), Bianca Del Carretto (fencer), StuntMan Scuola di Polizia (Mirabilandia), the fiction “Un medico in Famiglia” actors, and the soap operas “Un posto al Sole” and “Centovetrine” actors, the musician Beppe Carletti (Nomadi), the singers: Fiorella Mannoia, Modena City Ramblers, Nek and Gianluca Grignani. Last but not least the always present Mingo (Domenico De Pasquale, Striscia La Notizia journalist) which is the television spot imagine.

All the above groups and people permitted 4500 new recovery possibilities and provide hope for the patients waiting for transplant.