

Yıldız Güral Blood Donation Center to Be Established

Gürok Group and Turkish Red Crescent Join Forces to Support Blood Donation

Under a protocol signed between Gürok Group and the Kütahya Branch of the Turkish Red Crescent, the Yıldız Güral Blood Donation Center will be established. Made possible through Gürok Group's donation, the permanent four-bed facility will serve blood donors in the heart of the city.

Continuing its longstanding support for education, social development and cultural initiatives in Kütahya, Gürok Group is now contributing to the city's healthcare infrastructure through another meaningful project. Under the protocol signed with the Kütahya Branch of the Turkish Red Crescent, the Yıldız Güral Blood Donation Center will be established in the city center. The protocol was signed at the Kütahya Branch of the Turkish Red Crescent by Esin Güral Argat, Vice President of the Board of Gürok Group, Semra Tozaraydın, Member of the Board of the Turkish Red Crescent, and Kazım İkbāl Gümüş, President of the Kütahya Branch of the Turkish Red Crescent. Following the signing ceremony, Semra Tozaraydın presented Gürok Group with a plaque of appreciation in recognition of the company's contribution to the project.

A Permanent Four-Bed Facility in the City Center

A sustainable and reliable blood supply remains one of the most essential requirements of any healthcare system, supporting emergency interventions, surgeries, the treatment of chronic diseases and disaster response. The accessibility and location of blood donation centers play a vital role in ensuring efficient operations. Established through Gürok Group's donation, the new facility will be located in front of the Governor's Office building and will have a capacity of four donation beds. As the second blood donation center operated by the Turkish Red Crescent in Kütahya, the Yıldız Güral Blood Donation Center is expected to provide convenient access for donors thanks to its central location while increasing public awareness of blood donation and encouraging greater donor participation across the city.

"We See It as Our Responsibility to Support Projects That Strengthen Our City"

Speaking after the signing ceremony, Esin Güral Argat, Vice President of the Board of Gürok Group, emphasized the importance of blood donation:

"We see serving Kütahya and supporting projects that strengthen our city as one of our responsibilities. The Turkish Red Crescent is a highly respected institution that carries out vital work

for our country. We are truly pleased to join forces on such a meaningful project. It is especially significant for us that this center will bear the name of my mother, Yıldız Güral. Throughout her life, she embraced compassion, generosity and creating positive impact as inseparable parts of who she was. Knowing that her name will live on through a project that helps save lives is a great source of pride and meaning for our family. I believe this initiative will leave a lasting legacy both for our family and for our city.

Volunteerism and a culture of giving are among the strongest foundations of social solidarity. Blood donation is one of the purest forms of helping another person, enabling someone to hold on to life without expecting anything in return. We hope that the Yıldız Güral Blood Donation Center, which will begin operating under this protocol, will strengthen awareness of blood donation in our city and, thanks to its central location, encourage more people to become blood donors. I would like to extend my sincere thanks to our Governor, our Mayor, Semra Tozaraydın, Member of the Board of the Turkish Red Crescent, Kazım İkbāl Gümüş, President of the Turkish Red Crescent Kütahya Branch, and the entire Kütahya Branch of the Turkish Red Crescent for their valuable support in making this meaningful collaboration possible."

Semra Tozaraydın, Member of the Board of the Turkish Red Crescent, also commented on the project:

"Today, the Turkish Red Crescent operates 18 Regional Blood Centers, 68 Blood Donation Centers, and collects approximately 9,000 units of blood every day at around 350 different locations across Türkiye, meeting the blood and blood component needs of 1,140 hospitals. The Yıldız Güral Blood Donation Center, which we are inaugurating today, is expected to collect 7,800 units of blood annually, making a significant contribution to Kütahya's blood donation capacity. I would like to thank Gürok Group for making this meaningful investment possible and respectfully commemorate the late Yıldız Güral, whose name this center proudly carries. Let us remember that one unit of blood can bring hope to three lives. Regular blood donation is one of the most valuable acts of solidarity that saves lives. I invite everyone to become a regular blood donor and thank you all for your participation."