



BLOODRELATIONS



# Could you hurt someone who has your blood running through their veins?

At Cannes 2010, BBR Saatchi & Saatchi launched The Impossible Brief - a challenge to creative minds around the world to present ideas that would bring Israelis and Palestinians closer together.

The winning idea, as judged by a joint panel of leading Israeli and Palestinian creatives, inspired the **Blood Relations** project.

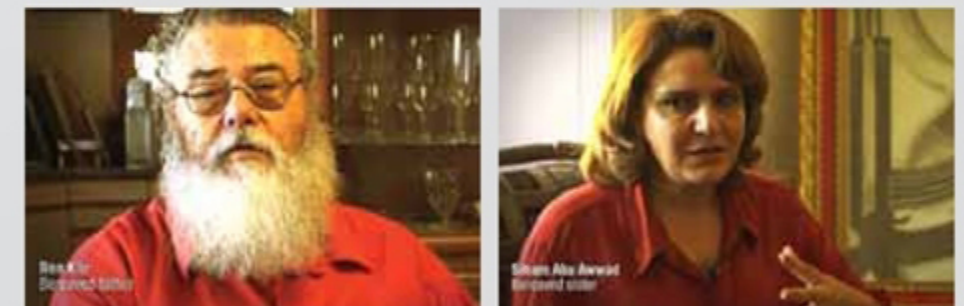
Launched on UN Peace Day, 21st September, the project brought together Palestinians and Israelis who have lost immediate family members in the conflict to donate their blood, side by side, as a symbolic act of healing.

Since then, dozens of ordinary people have donated blood to the project across Israel and the Palestinian Territories, reinforcing the idea that there

is no stronger bond between us all than the blood that runs through our veins. Making Blood Relations happen has demonstrated that the power of creativity can trump the politics of conflict, and bring people together.

In the future, we hope to spread the idea of 'mutual blood' beyond the Middle East to other areas in the world where communities have been kept apart by conflict.

Show your support for the Blood Relations initiative by making a virtual blood donation at [bloodrelations.org](http://bloodrelations.org)



A short film was made about two of the blood donors – how they struggled with their losses but were brought together and given hope by the Blood Relations initiative. To watch the film go to: <http://www.youtube.com/user/bloodrelations>

Donate  
**VIRTUAL BLOOD**