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**To: IFCC Champions,  
CC: IFCC Full Member Societies' National Representatives  
IFCC Affiliate Societies' Representatives.**

Dear All,

We first would like to thank you for your support of the IFCC and its initiatives in support of the Laboratory Medicine profession and to Congratulate you for being nominated as a Champion of your country. We would like to inform you that from now on, we will work more closely in the worldwide global awareness programme mentioned below.

As you know, from 2022, IFCC has launched a new initiative entitled "IFCC Global Lab Medicine Week" which will be carried out in April each year. The idea behind this initiative is to create awareness of the fundamental role our profession plays in patient care and public health.

The GMLW theme in 2024 will be "**Labs saves lives**". To achieve the goal of recognizing and celebrating the role of Specialists in Lab Medicine and other Lab professionals in improving health and patient care in every corner of the world we ask you to share with us your ideas to promote this initiative across all the societies by **November 25<sup>th</sup> 2023**.

We also ask for your contribution for the devising of new PR activities, we look forward to receive your feedback and new ideas and to work with you in promoting Laboratory Medicine.

Regards,



Prof. Rajiv Erasmus  
Chair Committee Public Relations