

## **Abstract**

The aim of the undergraduate thesis is to focus on the voluntary blood donation from the view of the public relations propagation. Public relations activities of certain subjects are being critically analysed. There are also other examples of voluntary blood donation promotion described, as there is actually not enough public relations activity in this sector. There are described various forms of blood donation such as full blood donation and the blood plasma one. Both forms of donations are promoted in certain ways. Considerate part of the work is dedicated to the campaign called The Spartan blood, which is the project of Czech hockey team Sparta Praha to promote voluntary blood donation. This seems to be effective thanks to its consistency and extensiveness, so a deeper research is conducted.