

MEDIA ADVISORY



American Red Cross

Together, we can save a life

FOR IMMEDIATE RELEASE

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The American Red Cross urges you to donate blood in the month of January to mark the 32nd Annual National Volunteer Blood Donor Month

(Norfolk, Virginia, January, 2005) –For more than thirty years January has been National Volunteer Blood Donor Month (NVBDM). To help ensure an adequate blood supply, the American Red Cross is taking this opportunity to stress the importance of giving the gift of life through the donation of blood.

According to Paul Regal, CEO, American Red Cross Blood Services-Mid-Atlantic Region, the need for blood is constant, and volunteer blood donors contribute to nearly all the blood used for patient care in the United States. Sadly, only five percent of those people eligible actually donate blood in the United States. “If all who are eligible to donate would do so on a regular basis (three to four times per year), blood needs could be met and shortages could become a thing of the past,” said Regal.

Everyone depends on blood more than is realized. In the United States, every two seconds someone needs blood; as an accident victim, a person undergoing surgery, or patients receiving treatment for leukemia, cancer and other blood related illnesses.

Your American Red Cross Mid-Atlantic Blood Services Region encourages you to consider donating blood or sponsoring a blood drive where you work or worship in 2005. It is also a time we especially want to thank our loyal and faithful blood donors for their continued support. It is our opportunity to thank these heroes who selflessly give of themselves to help another person. “Blood donors are truly heroes in every sense of the word,” added Regal. For more information about becoming a Red Cross blood donor, sponsoring a blood drive, or to find the Red Cross blood drive nearest you call 1-800-GIVE-LIFE, or log onto our web site at www.weneedblood.org.

Together, we can save a life.

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