



## NEWS ANNOUNCEMENT AND PSA – **YOUR SUPPORT NEEDED**

Contact: Vanessa Sim, Communications Specialist

D: (808) 848-4711

C: (808) 284-0159

Date: March 4, 2016

Total Pages: 2

As of the latest posting from the State of Hawaii Department of Health, the Captain Cook and Honaunau areas on the Big Island are no longer in the high-risk area for Dengue virus. However, the highly populated area of Kailua-Kona, 96740 and 96745 zip codes, are now posted as high-risk areas. Due to a high percentage of blood donors in that area we proactively **cancelled** the following West Hawaii drives:

March 9<sup>th</sup> - LDS Kona from 11:15am-5:15pm (80 pint goal)

March 10<sup>th</sup> – Mauna Kea Beach from 10-4:15pm (80 pint goal)

March 11<sup>th</sup> – Konawaena High School from 7am-1pm (78 pint goal)

To ensure we meet the patients' needs and make up the 238-pint deficit, we have added double-bus drives in the Blood Bank of Hawaii's headquarters parking lot on Dillingham Boulevard at 2043 Dillingham Boulevard.

March 9	6:30 a.m. to 6:30 p.m.
March 10	6:30 a.m. to 6:30 p.m.
March 11	6:30 a.m. to 4:30 p.m.

Attached is a draft of a :30 PSA. We are hoping you will be able to air this starting next Monday, March 7<sup>th</sup> through the 10<sup>th</sup> to encourage people to come out and donate blood. We appreciate your support and help in ensuring there is enough blood on the shelves for Hawaii's patients.

For more information on blood donation locations, visit [www.BBH.org](http://www.BBH.org).

<PSA attached>