



## **For Immediate Release**

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### **New Bloodmobile Arrives on Oahu**

**HONOLULU, January 14, 2014** – Blood Bank of Hawaii (BBH) is introducing a new bloodmobile, purchased to replace its aging mobile fleet. The new bloodmobile offers donors a more comfortable, advanced setting to donate blood and save lives. The purchase of the bloodmobile completes the first phase of a community-supported fundraising effort to move BBH to a more effective future of blood collection.

The 35-foot vehicle has two private donor history rooms, four bi-directional donor beds and a mini-canteen area. Either end of each bi-directional bed elevates to provide head support, enabling donors to use their arm of their choice on any bed. With this feature, wait times due to arm preference will be eliminated.

Additional features enhance safety and efficiency: improved materials and design offer better insulation, external compartments provide additional storage, pass-through areas simplify the transfer of collected blood, and notification lights allow staff to indicate when a history room is available for the next donor.

Thinking of the future, the bloodmobile is designed to accommodate an advanced software system and automated collections. Once implemented, these technologies will allow BBH to more effectively meet the needs of Hawaii's patients.

The addition of this vehicle wouldn't have been possible without support from the community. The major contributors are Atherton Family Foundation, Bank of Hawaii Foundation, The Clarence T.C. Ching Foundation, First Hawaiian Bank Foundation and HMSA Foundation. In addition, BBH received support from ABC Stores, Grove Farm, Hawaiian Electric, Matson, The Queen's Medical Center, Servco, Zippy's Restaurants, and other individual donors.

Nearly one-third of the 58,000 pints of blood collected annually come from donations given on a bloodmobile. The addition of a vehicle is critical in ensuring reliable mobility to meet the daily blood collection needs while allowing for routine maintenance or repairs of all three BBH bloodmobiles.

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BBH is currently seeking additional funds for another bloodmobile to complete the updates to our aging fleet. If you have questions or are interested in keeping BBH on the move, please call us at 848-4729.

### **About Blood Bank of Hawaii**

Founded in 1941, Blood Bank of Hawaii (BBH) is a non-profit organization committed to providing a safe and adequate supply of blood, blood products and related transfusion services to Hawaii's patients. BBH is licensed and regulated by the U.S. Food and Drug Administration, accredited by AABB, and a founding member of America's Blood Centers, the nation's largest network of community-based blood programs. For more information, visit [www.BBH.org](http://www.BBH.org).

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