



PRESS RELEASE

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‘GIVE A PINT, GET A PINT’ PROMOTION KEEPS BLOOD DONORS COOL ON MEMORIAL DAY

Honolulu — Blood Bank of Hawaii (BBH) is offering Oahu residents a way to beat the heat this Memorial Day.

BBH will partner with Baskin-Robbins Hawaii on Monday, May 30 in a “Give a Pint, Get a Pint” promotion to heighten awareness of the need for blood and to inspire people to give during a traditional period of low donor turnout.

Donors who give a pint of blood at the Blood Bank’s Dillingham Donor Center (2043 Dillingham Blvd.), Manoa Marketplace (7 a.m – 1:15 pm.), Kailua Town Center (7:30 a.m .- 12:30 p.m.) and Honolulu Police Department, Kapolei (7:30 a.m .- 12:30 p.m.) will receive a coupon that can be redeemed for a pint of ice cream at participating Baskin-Robbins stores.

“Keeping the blood supply at a safe level during the summer is quite challenging because schools are out and many people go on vacation,” said Blood Bank of Hawaii Vice President Wendy Abe.

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Every day in Hawaii, hundreds of patients count on volunteer blood donors for their very survival. Typical uses for the donated blood include surgical procedures, treatment of accident victims, ulcers, anemia, mothers and newborns during delivery, and cancer therapy.

Because each donation is separated into three different components — red blood cells, platelets and plasma — a single donation can help save the lives of up to three people.

The donation process is safe and usually takes about an hour. There is some paper work, a confidential interview and a mini- physical, but the actual collection of blood takes only five to eight minutes.

In Hawaii, only two percent of the population donates blood. More donors are always needed. The requirements to be a blood donor are simple:

- Be in good health
- Be 18 years of age or older (17 with signed Blood Bank of Hawaii parent/legal guardian consent form)
- Weigh 110 pounds or more
- Bring a valid photo ID with date of birth

To make an appointment or get more information, visit www.BBH.org or call Blood Bank of Hawaii at 845-9966, or toll-free at 1-800-372-9966.

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