



Blood Bank of Hawaii
Give Blood. It's Safe. It's Simple. It Saves Lives.

NEWS RELEASE

EMBARGOED UNTIL JUNE 14, 2014

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Pages: 3

BLOOD BANK OF HAWAII UNVEILS ITS DIGITAL HUMAN BLOOD DROP

HONOLULU, June 14, 2014 – Blood Bank of Hawaii (BBH) is celebrating World Blood Donor Day (WBDD) with the unveiling of a human blood drop photo mosaic (see attached).

To recognize and thank Hawaii's 25,000 volunteer blood donors, BBH invited the community to submit their photos and be a part of a human blood drop photo mosaic. Photos were posted and tagged through digital mediums – email, Twitter, Instagram, Facebook, and website, BBH.org. The response was overwhelming. In just two-weeks, 808 (coincidentally) photos were sent from blood donors, blood recipients, BBH staff, hospital partners, local businesses and organizations.

“The mosaic is entitled ‘It Takes a Community to Save Lives,’” said Kim-Anh Nguyen, president and CEO. “Each and every day volunteer donors, businesses, schools, churches and other organizations do their part in donating blood and hosting drives for the hospitals and patients who need it. The mosaic features the faces of a community brought together by their appreciation and aloha for Hawaii's blood donors.”

“In addition to photos, we received many personal stories and messages from proud donors and grateful blood recipients,” noted Maura Dolormente, director of marketing. “These personal stories inspire others to save lives and keep loyal donors giving. We at BBH are inspired every day and think blood donors are amazing!”

The mosaic will be unveiled on June 14, 2014 at 10 a.m. at Dillingham Donor Center and on display throughout the month of June.

About World Blood Donor Day

World Blood Donor Day (WBDD) is part of a global campaign to build public awareness of the need for safe blood and blood products and to thank those special individuals who give blood voluntarily and regularly without reward.

- More -

Blood Bank of Hawaii Unveils Its Digital Human Blood Drop

Page 2

To celebrate WBDD, America's Blood Centers and NexCare 3M Bandages have partnered to make blood donation a national priority by thanking and encouraging recurring donations. Donors who give the gift of life at any BBH drive from June 7-15 will receive a uniquely designed bandage, inspired by trends from past decades. For more information, visit www.nexcaregive.com.

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.

<Photo attached>

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PHOTO EMBARGOED UNTIL 10:00 A.M. (HST) ON JUNE 14, 2014

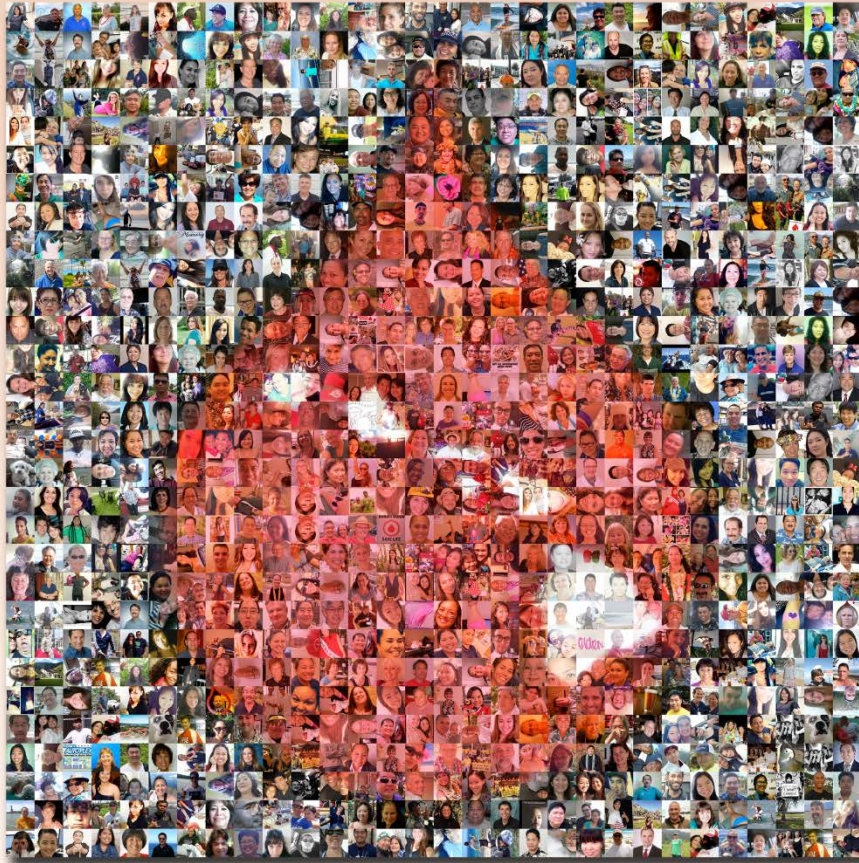


World **BLOOD**
DONOR Day

JUNE 14

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Mahalo blood donors!



IT TAKES A COMMUNITY
TO SAVE LIVES.

Blood Bank of Hawaii