



Blood Bank of Hawaii

Give Blood. It's Safe. It's Simple. It Saves Lives.

PRESS RELEASE

Contact: Laurie Chang, Director of Communications

808.848.4711 office

808.271.5023 cell

Date: January 9, 2011

Total Pages: 2

BLOOD BANK OF HAWAII KICKS OFF NATIONAL BLOOD DONOR MONTH

Honolulu – Together, blood banking organizations across the country are appealing to all eligible blood donors to donate the gift of life in January – a time when blood supplies across the nation are traditionally in short supply. Blood Bank of Hawaii (BBH) kicks off National Blood Donor Month with a series of donor recognition events throughout the state for donors who have reached milestones in their giving.

“In 2010 roughly 27,000 donors in Hawaii contributed more than 60,000 pints, an average of two pints per year,” said Maura Dolormente, director of marketing and recruitment. “Statistics for Hawaii show that 60 percent of people need blood in their lifetime and only two percent donate. With the Islands having a higher transient populous than other states, we need about 7,000 new first-time donors and the loyalty of our regular donors to meet the needs of Hawaii’s patients.

“The new year is a great time to make a resolution to become a real hero and lifesaver,” encourages Dolormente. “It takes only one hour and one pint of blood to saves up to three lives.”

To be eligible to donate blood, you must be 18 years of age (or 17 with parental consent), weigh at least 110 pounds and in good health. Schedule an appointment today by calling Blood Bank of Hawaii at 845-9966 on Oahu or toll-free from Neighbor Islands at 1-800-372-9966.

- more -

Blood Bank of Hawaii (BBH) is a non-profit organization that provides blood to civilian hospitals throughout the state. BBH is committed to providing a safe and adequate supply of blood, blood products and related transfusion services to the patients of Hawaii. Licensed by the Federal Drug Administration and accredited by American Association of Blood Banks, BBH is also a member of America's Blood Centers, the nation's largest network of community-based blood programs. For more information, visit www.BBH.org.

(###)