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BloodCenter of Wisconsin Grows to Include Tissue and Organ Donation Organizations Becomes First in Country to Provide Comprehensive Services

Milwaukee, WI -- On February 1, 2010 BloodCenter of Wisconsin will become the home of the Wisconsin Donor Network and the Wisconsin Tissue Bank. This new venture expands BloodCenter's commitment to volunteer donation of blood, bone marrow and stem cells to include organs and tissues. BloodCenter of Wisconsin is the first blood center in the United States to operate both a tissue bank and organ procurement organization.

Bringing the Wisconsin Donor Network Organ Procurement Organization and the Wisconsin Tissue Bank under the umbrella of the BloodCenter of Wisconsin will significantly benefit the community by helping grow the number of organ and tissue donations in Wisconsin. Previously, the Wisconsin Donor Network was operated by Froedtert Hospital and the Wisconsin Tissue Bank by Aurora Health Care.

The Wisconsin Donor Network is a federally-designated organ procurement organization supporting the transplant community in eastern Wisconsin. It serves 2.2 million people in a 12-county region, not only recovering organs for transplant but providing public and professional education about the need for organ and tissue donors.

The Wisconsin Tissue Bank is a non-profit program providing tissue procurement services to the state of Wisconsin and is dedicated to the education of health care professionals and the public to promote organ and tissue donation. The Wisconsin Tissue Bank recovers bone, skin, veins, tendons, heart valves and other tissue. These gifts help improve the lives of hundreds of people each year.

"The Wisconsin Donor Network and the Wisconsin Tissue Bank contribute significantly to saving and extending the lives of patients in Wisconsin and beyond. We are very pleased to have committed staff within these organizations and welcome them to BloodCenter of Wisconsin so they can continue to serve our community by caring for the generous donations from donor families," said Jacquelyn Fredrick, BloodCenter of Wisconsin, President and CEO.

BloodCenter of Wisconsin plans a public celebration of the organization's expansion for April.

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BCW Expansion
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About BloodCenter of Wisconsin

Since 1947, BloodCenter of Wisconsin has been serving Wisconsin communities by providing life-saving blood products to community hospitals throughout the state. The private, not-for-profit organization specializes in blood collection and distribution, diagnostic testing, medical services and research. BloodCenter of Wisconsin advances patient care by delivering life-saving solutions grounded in unparalleled medical and scientific expertise.

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