

**For Immediate Release**  
January 2009

**For More Information Contact:**  
Crystal McNeal 414.937.6124

## **BloodCenter of Wisconsin Celebrates National Blood Donor Month**

Blood is traditionally in short supply during the winter months due to the holidays, travel schedules, inclement weather and illness. January, in particular, is a difficult month for blood centers to collect blood donations. That is why, since 1970, America's Blood Centers, in conjunction with BloodCenter of Wisconsin, has recognized January as National Blood Donor Month in an effort to encourage donors to give or pledge to give blood regularly as a New Year's resolution.

Each day, patients across the country receive approximately 39,000 units of this lifesaving resource, BloodCenter of Wisconsin must collect nearly 700 units of blood daily in order to maintain an adequate supply for our area hospitals. This year alone, as many as five million patients in the US will require blood transfusions, as accident victims, people undergoing surgery, and patients receiving treatment for leukemia, cancer and other diseases.

Anyone who is at least 16 years old with parental consent, weighs a minimum of 110 lbs. and is in generally good health can donate blood. The entire process takes about an hour and all blood types are needed. Donors should bring a photo ID. For more information or to schedule an appointment, call 1-877-BE-A-HERO or visit [www.bcw.edu/makeappt](http://www.bcw.edu/makeappt).

*BloodCenter of Wisconsin is the only provider of blood to hospitals in 28 Wisconsin counties including every community hospital in southeastern Wisconsin. BloodCenter of Wisconsin advances patient care by delivering life-saving solutions grounded in unparalleled medical and scientific expertise.*

###