



For Immediate Release

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Safe Blood for Safe Motherhood Theme for 2007 World Blood Donor Day

Just one week remains until the members of the Association of Donor Recruitment Professionals (ADRP) join the global community in celebrating World Blood Donor Day on June 14, 2007. This year Canada serves as the host country for World Blood Donor Day.

To demonstrate the role of safe blood donation and transfusion in maternal and prenatal care, this year's World Donor Day theme is **Safe Blood for Safe Motherhood**. Designed to highlight countries with high maternal mortality, the theme seeks to promote and improve availability of safe blood in developing country's health facilities.

"Each year more than 500,000 mothers die-- 99 percent of them in developing countries," explains Gavin Evans, head of marketing for England's National Blood Service (NBS) and ADRP's 2007-08 President.

Pregnant women with conditions like anemia, sepsis, malaria, and HIV/AIDS experience hemorrhaging which causes severe bleeding. In developing countries, these women are not often given the chance to receive safe blood transfusions, putting them and their unborn children at risk for disease and death. Africa, Asia, Latin America and the Caribbean have the highest percentages of maternal deaths due to these types of complications.

Safe Blood for Safe Motherhood promotes the use of safe blood transfusions that can help prevent death and improve the overall health of women and their children all over the world.

By celebrating World Blood Donor Day, Evan says, ADRP and others seek to draw attention to the lack of safe blood available to the world's population.

According to the World Health Organization (WHO), more than 80 million units of blood are donated every year, but only 38 percent are collected in developing countries where 82 percent of the global population lives. The availability and safety of blood is limited in these countries where obstetric care is vital to the health of pregnant women.

"World Blood Donor Day aims to raise awareness of the need for safe blood and to thank those who give blood regularly on a voluntary, unpaid basis," adds Evans.

ADRP is an international organization and has been dedicated to the donor recruitment profession for 30 years. Led by its Executive Team and Board of Directors along with a membership of nearly 600 recruitment professionals, ADRP provides education, development and resources for the donor recruitment profession.