



For Immediate Release

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Increasing the World's Safe Blood Supply Serves as Goal for World Blood Donor Day on June 14

On June 14, organizations such as the Association of Donor Recruitment Professionals (ADRP) hope to highlight the need for safe blood throughout the world. Today, 60 percent of the global blood supply goes to 18 percent of the world's population.

“While millions of people owe their lives to people they will never meet – people who donate their blood freely and without any reward, the overwhelming majority of the world's population do not have access to safe blood,” explains Gavin Evans, head of marketing for England's National Blood Service (NBS) and ADRP's 2007-08 President.

The goal of World Blood Donor Day, he says, is to provide a special opportunity for a united, global celebration for those voluntarily donate their blood and encourage others to consider how donating blood impacts lives.

Over 80 million units of blood are donated every year, but only 38% are collected in developing countries where 82% of the global population live.

In addition, many countries remain dependent on donation by the families or friends of

patients who require blood and, in some countries, blood donors still receive payment.

However, evidence from around the world demonstrates that voluntary unpaid donors are the foundation of a safe blood supply because they are least likely to transmit potentially life-threatening infections, such as HIV and hepatitis viruses, to the recipients of their blood. It is to these unsung heroes that World Blood Donor Day is dedicated.

Safe Blood for Safe Motherhood is the 2007 theme for World Donor Day, which is hosted by Canada this year.

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

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.