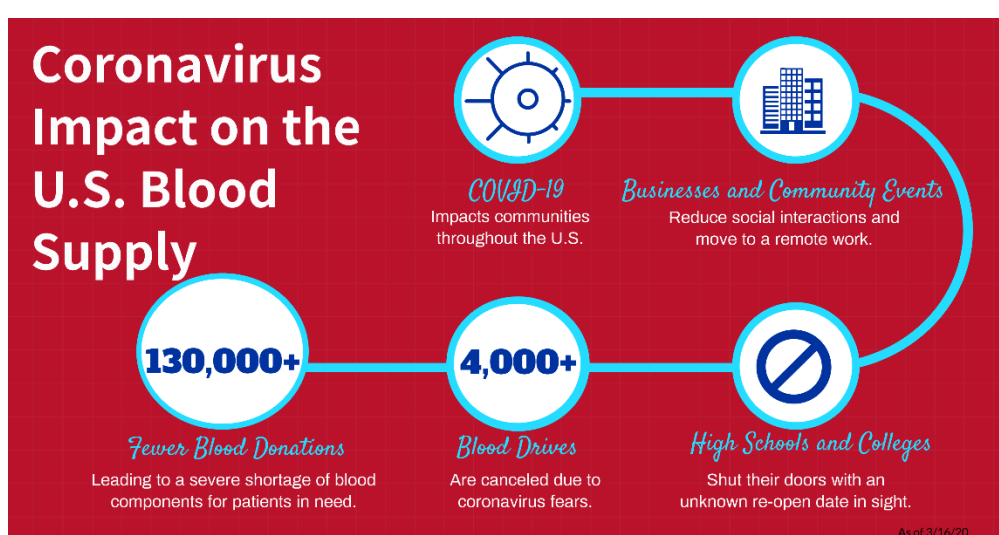




## HEROES NEEDED

Hoxworth Blood Center, University of Cincinnati is counting on you to roll up a sleeve and be a HERO to a patient in a local hospital. As the Coronavirus Pandemic continues to grow, it is critical that we come together as a community and ensure that we have enough blood to help save lives. At present we do not know what tomorrow holds and what cancelations may be enacted, this is why we urge you to donate at your earliest convenience.

In the United States over 4,000 blood drives have been canceled resulting in the loss of over 130,000 collections. The Tri-State is not immune to this problem. In the past few days, blood drives have canceled - leaving us with a projected deficit of half of our planned collections. We cannot rely on other areas of the country to help. Hoxworth, and other blood centers across the United States, desperately need to recoup these lost donations that will be needed for traumas and patients with cancer. There is no artificial substitute for blood, and we are asking all healthy individuals to donate now so that we can be prepared for anything over the next several weeks.



In addition to offering support for cancer patients, blood transfusions are needed for organ recipients, trauma victims, women in childbirth, and patients with sickle cell disease, among other conditions. To meet the demand of local hospitals, Hoxworth has to collect a minimum of 400 units of blood and 40 units of platelets every day.

The coronavirus outbreak poses no additional risk to blood donors for the mere fact of being blood donors, either during the donation process or from attending organized blood drives. COVID-19 also poses no additional risk to patients receiving blood transfusions. The U.S. Food and Drug Administration (FDA) and the Centers for Disease Control and Prevention (CDC) have maintained their recommendation that no additional action by blood centers is warranted at this time, and we remain in regular contact with both agencies regarding changes to donation eligibility and screening criteria.

Hoxworth Blood Center has implemented additional safety measures out of an abundance of caution and to ensure that Hoxworth staff are not a source of transmission. Blood center employees will be wearing face masks and gloves, and social distancing protocol will be observed.

Please visit [www.hoxworth.org](http://www.hoxworth.org) or call 513-451-0910 to schedule your lifesaving donation!

**You're going to save a life!**

