**New Release Template**

*Contact: (NAME, Phone, Email)*

**National Blood Donor Month Celebration Highlights the Need for ongoing Blood Donation throughout the Year**

**(YOUR CITY) (MONTH, DAY, 2021) –** Blood transfusions are the most frequent procedure performed in hospitals with more than 33,000 daily donations required to meet patient needs in the U.S. To ensure blood is available when needed, communities worldwide rely on the commitment of altruistic blood donors who empower blood centers to continue serving their communities through the availability of a safe and robust blood supply.

As National Blood Donor Month approaches, (YOUR BLOOD CENTER) and ADRP challenge all eligible individuals to commit to donate blood in 2021 with the goal of creating a robust supply that can meet patient needs.

(QUOTE FROM YOUR BLOOD CENTER SPOKESPERSON on the need and impact that ongoing blood donation can have on the community)

“The COVID-19 pandemic has brought an unprecedented fluctuation in both supply and the need for blood. We thank all current and future blood and convalescent plasma donors for their commitment to saving lives and encourage those who have previously donated to reconnect with your local blood center as a handful of guidelines have changed such as travel restrictions, increasing the number of eligible donors,” said ADRP Executive Director Carla Peterson. “Every two seconds, someone in the U.S. needs blood which must always be immediately available on the shelf. Blood has a very short shelf life span and must be constantly replenished year-round to ensure availability for all patients.”

Find our blood center near you(HYPERLINK the word “you” to YOUR BLOOD CENTER) and pledge to donate by scheduling an appointment. ADRP and (YOUR BLOOD CENTER) thank all individuals who pledge to make a difference.

BOILERPLATE (About YOUR BLOOD CENTER)

**About ADRP**

ADRP educates and empowers over 800 blood banking professionals worldwide who are committed to donor recruitment, donor experience and donor management by providing a forum for networking, professional development and resource sharing.