# FOR IMMEDIATE RELEASE CONTACT: Name

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**WORLD BLOOD DONOR DAY REMINDS AMERICANS THAT ONGOING BLOOD DONATIONS ARE ESSENTIAL FOR AN ADEQUATE BLOOD SUPPLY**

Washington, D.C., – Each year, we celebrate World Blood Donor Day on June 14, to raise awareness for the ongoing need for blood and to thank existing blood donors for their selfless acts. As the coronavirus pandemic continues to spread in [insert country], this year is especially significant as we remind individuals, “**Give blood and make the world a healthier place,”** also serving as this year’s campaign slogan.

[Insert an example of donors in your country responding to blood donation needs during the pandemic. An U.S. example follows.] In March, donors responded to the nation’s request by United States Surgeon General, Jerome Adams, M.D., to stay socially engaged and donate blood. Blood centers across the nation were able to fill the shelves again, overcoming the fear of a national blood crisis. However, the need is ongoing and more challenges are ahead.

Blood and blood components are essential to help people survive everyday disasters, crises, and tragedies. They are essential for surgeries, childbirth associated bleeding, patients with traumatic injuries from accidents, cancer treatments, bone marrow transplants, immune-deficiency conditions, and so much more. [Insert a blood transfusion stat for your country An U.S. example follows.] Every two seconds, someone, somewhere, needs blood. This is why blood donations are essential, and not just when there’s a national disaster or pandemic.

Our goal as a community of blood collectors is to ensure when you go to the hospital and need blood, you never worry or wonder if it is available. We make sure that happens for you. It is a burden we carry as [Insert blood center/organization name]. But we can’t do it alone and depend on the altruistic ongoing gift of life from essential blood donors.

Every voluntary blood donation can save as many as three lives.

On World Blood Donor Day this year, we challenge you to contact your local blood collector to make two or more appointments to donate blood throughout the remainder of the year. And keep those commitments, as we, [insert blood center/organization name], will keep ours in maintaining ensuring a safe and robust blood supply for all individuals in need.

To find a local collection site to schedule an appointment visit:

* [insert URL]

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