

SPONSOR ALERT



American Red Cross

The need is constant. The gratification is instant. Give blood.™ Winter 2010

Type O- and B- Blood Donors Needed Now!

As a result of the recent bad weather across the country, on the heels of the holiday season, the blood supply has drastically decreased in the **Southern Region**. **Type O negative and type B negative blood supplies have dropped to emergency levels and we need your help now!**

Each day, the **Southern Region** of the American Red Cross needs to collect **1200** units of blood for patients and hospitals. To prevent the blood supply from falling even further, we are urging Type O negative donors to make an appointment to give blood as soon as possible.

As a sponsor, you can assist by reaching goal on your upcoming drives. If you do not have an upcoming drive, please encourage donors to visit their local blood center.

Let your donors know:

- Type O negative blood can be safely transfused to patients of all blood types. In trauma situations where there is no time to crossmatch blood, type O negative is used.
- As Type O negative and Type B negative blood donors, their help is needed now. Type O Negative and Type B negative blood donors are encouraged to make an appointment to donate blood as soon as possible.
- If they already have an appointment to donate blood, it is crucial that they keep their commitment to give blood. If they become ill, they can ask a friend to donate blood in their place.