

Press Release



Main Center
1731 Riggins Road
Tallahassee, FL 32308
Phone: 850/877-7181
Fax: 850/877-7435

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For More Information:

Carol Daws
Communications Director
(850) 702-0460
cdaws@scbcinfo.org

Blood Center Offering Rewards to Individuals Giving the Red in Red, White and Blue to Boost Dwindling Blood Supply for July 4th Holiday

In preparation for the July 4th holiday, Southeastern Community Blood Center (SCBC) is doing all they can to encourage residents to give blood on a bloodmobile, or at one of their centers, over the next few days.

Throughout the month of June, SCBC has struggled consistently to motivate existing and potential donors to give blood. This battle for donors has caused them to question whether the downturn in the economy is resulting in lower donor turnout at their drives. Officials at the center report that blood donations for June 2009, compared to June 2008, have decreased by 10%.

Due to the decline in donations, SCBC has been forced to import blood from outside the community to keep up with local hospital patient's blood demands.

For the first time in center history, the Thomasville, GA and Tallahassee, FL centers will be open on July 4 from 9am-1pm in an effort to combat dwindling blood donations. SCBC is asking individuals to GIVE THE RED IN RED, WHITE AND BLUE this holiday.

Also on July 4, SCBC bloodmobiles will be parked at several Wal-Mart stores hoping to catch individuals out shopping for their July 4 barbeque supplies. Anyone donating blood on a July 4 bloodmobile drive, or at the Thomasville or Tallahassee donor centers, will receive a \$10 Wal-Mart Gift Card as an appreciation gift.

July 4 Bloodmobile Locations:

Wal-Mart on Mahan in Tallahassee 11a-3p	Wal-Mart in Marianna, FL, 9a-1p
Wal-Mart in Cairo, GA, 8:30a-12:30p	Wal-Mart in Douglas, GA, 9a-1p
Wal-Mart, Callaway, PC, 9a-1p	

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Another strategy to increase donations begins on Wednesday, July 1, when SCBC staff present individuals who give blood with a plush, blue “blood donor beach bum” towel. This incentive will last throughout the month, with July 4 donors receiving the towel in addition to the Wal-Mart gift card.

SCBC’s goal for blood donations on July 4 is 150 donations; however, since it takes 48 hours to process a unit of donated blood, the blood given before July 4 is actually the blood that will be available for any traffic accidents or trauma situations that occur on, or around, the July 4 holiday.

Currently several blood types stand at a 1-2 day supply. They are O Positive, O Negative, B Positive, A Positive, A Negative and B Negative. SCBC’s goal is to have a 5-day supply at all times to meet North Florida and South Georgia blood needs.

While seasonal blood shortages are a typical occurrence, SCBC has been hit harder this year than they have in the past. For example, the center’s annual Grill ‘n’ Give event usually draws in 50-75 donors at the Tallahassee branch alone; at this year’s event, held on June 26, only 30 donations were given at the branch.

Donating is a simple procedure. To be a donor, individuals have to be in good health, at least 17 years old (16 years old with a parent’s permission) and weigh a minimum of 110 pounds.

According to SCBC, less than 5 percent of the eligible population actually donates blood. For more information, contact SCBC at (850) 877-7181, (800) 722-2218 or visit its website at www.scbcinfo.org. All locations are open Monday through Friday, 9am – 6pm. The Riggins Road location in Tallahassee and Thomasville Remington & Pinetree location are also open on Saturday, July 4, 9am – 1pm.

Southeastern Community Blood Center and Northwest Florida Blood Services comprise the North Region of Florida Blood Services of St. Petersburg, Fla. As non-profit community blood centers, SCBC and NFBS partner to provide blood to over 46 medical facilities in 33 counties within the South Georgia, South Alabama, and North Florida region. SCBC, headquartered in Tallahassee, and NFBS, headquartered in Pensacola, each operate multiple donor centers conveniently located among the areas they serve. In addition to their donor centers, SCBC and NFBS also travel fourteen bloodmobiles to daily blood drives hosted by local businesses, churches and civic organizations. For center locations and community blood drive schedules, visit www.scbcinfo.org.