



k.e.e.p.i.n.g connected



southeastern community blood center's donor update

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MAKE LIFESAVING A HABIT ...all throughout the year

January is a time for new beginnings and, this year, we are encouraging area residents to make a New Year's resolution that is well within their means. Turn a new leaf over in 2012 by pledging to donate blood every 56 days, starting now -- in National Blood Donor Month.

Donating blood is a simple -- yet significant -- way to make a difference in your community and, at the same time, make a positive difference in your own life. The priceless gifts from volunteer blood donors provide cancer patients, burn victims and others receiving medical treatment with a second chance at life. Not to mention, donating blood is good for your health -- with each blood donation, donors receive a free wellness check, which includes a blood pressure and cholesterol screening. Plus, donating blood regularly can reduce your risk of heart attack and stroke. Last but not least, donating blood makes you feel confident, healthy and assured that you or your loved ones will be taken care of, should the need for blood arise.



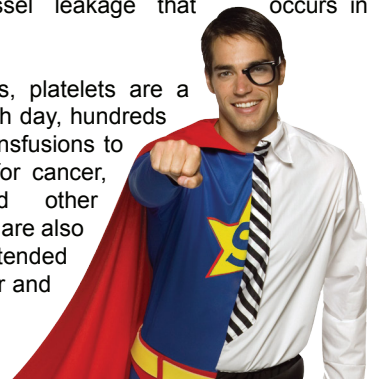
Start the 56 day challenge today; make your appointment at scbcdonor.org.

TAP into your platelet power

The Platelet Power Challenge is back! Donate platelets successfully four times February 1 through May 31, 2012 and you'll take home a \$50 Visa gift card, along with an Americana themed platelet t-shirt or platelet water bottle at your initial donation.

Platelets are the tiniest component in whole blood but that doesn't mean they aren't powerful! Platelets prevent massive blood-loss resulting from trauma, along with common blood vessel leakage that occurs in the course of day-to-day activity.

With a shelf life of only five days, platelets are a precious lifesaving component. Each day, hundreds of local patients require platelet transfusions to support them through treatments for cancer, burns, traumatic injuries and other life-threatening conditions. Platelets are also used in large quantities, and for extended periods of time, by leukemia, cancer and bone marrow transplant patients.



Interested in maximizing your lifesaving gift? Become a part of the Platelet Power Challenge. Platelet appointments available at Tallahassee (850.877.7181) and Thomasville (229.228.9980) donor centers.

Sponsor Spotlight



This Month: Automated Health Systems

Organizations like Automated Health Systems in Tallahassee serve as a much needed reminder that not everyone has adopted the "it's all about me" philosophy. Julianne Folsom, Automated Health Systems' blood drive coordinator, is an energetic personality who makes it her personal mission to fill the sign in sheet prior to each drive to help ensure the blood supply remains strong in the community.

Automated Health Systems held its first blood drive in July of 2011 and has continuously increased participation over time. In fact, from the first drive to their latest (in December of 2011), they doubled the number of units collected. The success of the blood drives can be largely attributed to Ms. Folsom's encouragement towards the staff and her efforts to recruit and educate potential donors.

We look forward to kicking off another year of our partnership with Automated Health Systems' next drive on March 23, 2012.

January 2012 Promotions

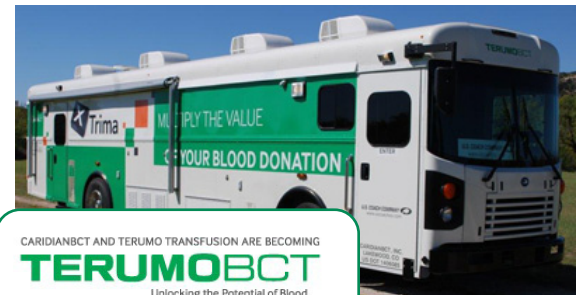
Give blood in January and get entered to win a 16GB Wi-Fi Apple iPad 2! Plus, take home a limited-edition long sleeve t-shirt and get entered into an additional donor drawing: Jan. 15 - 21, 1000w Sony Blu-ray Home Theater System or Jan. 22 - 28, 24" Toshiba LED TV. Winners will be listed at www.scbcinfo.org. A special thank you to our January promotional sponsors,  



The Trima Mobile Solution Has Arrived See the special automated collections vehicle

Don't miss the chance to check out the future of mobile blood drives and learn how the Trima Accel Automated Blood Collection System can help optimize mobile blood collections.

Take a tour of the Trima Mobile bus and learn how automated collections can help meet the blood donation needs of the community.



The Trima Mobile bus will be pulling into the Tallahassee donor center Monday, January 23. Tours will be available between noon and 3:00 pm.