



**FOR IMMEDIATE RELEASE**

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**Blood Bank of Alaska Celebrates World Blood Donor Day**

World Blood Donor Day was created in 2004 to raise awareness for the need of volunteer blood donors across the globe. Currently in Alaska 36% of the population can donate, but only 2% do. During the summer as schedules become busy and vacations are underway the number of available donors declines. We often see an increase in the need for blood during this time. Blood Bank of Alaska is asking donors to donate this week to celebrate World Blood Donor Day.

Donors that register between **June 8 and June 14** at any fixed location or mobile drive will receive 200 bonus points for our hero rewards store. The hero rewards store is our way of thanking blood donors for all that they do. Your points can be exchanged for hats, apparel, blankets and more.

Donors that donate at our weekend mobile drives will receive our 2015 BBA t-shirt.

Anchorage: **REI Northern Lights 10 AM to 5 PM**

Located on LIFEMobile

Palmer: **Colony Days 10:30 AM to 5 PM**

Located on LIFEMobile

The blood collected helps patients impacted by trauma, heart surgery, cancer treatment, child birth and more. There is no substitute for blood. A car accident victim can need 50 units of blood to recover and some cancer patients need eight units a week. Donors that are interested in donating blood are encouraged to eat well, stay hydrated and rest prior to donating. Each donation consists of approximately one pint of blood and can help as many as three people. **Call 222-5630 to schedule an appointment or visit [www.bloodbankofalaska.org](http://www.bloodbankofalaska.org) to sign up online via Donor Connection.**

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**BLOOD BANK OF ALASKA**

Blood Bank of Alaska supplies blood to 21 Alaska hospitals and medical centers. Blood Bank of Alaska and its donors are dedicated to serving the Alaska community by safe, pure and potent blood products and laboratory services while meeting changing healthcare needs. Learn more at [www.bloodbankofalaska.org](http://www.bloodbankofalaska.org). Thousands of lives saved and counting, helping Alaska patients in need.

4000 Laurel Street, Anchorage, AK 99508 | 907-222-5600 | [www.bloodbankofalaska.org](http://www.bloodbankofalaska.org)