

American Red Cross

Greater Chesapeake and Potomac
Blood Services Region

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AMERICAN RED CROSS ROUTINELY HAS A HIGHER CRITICAL NEED FOR BLOOD DONATIONS DURING THE SUMMER MONTHS

Low collections in summer months routinely puts strain on blood supply

FAIRFAX, VA – June 5, 2008: The Greater Chesapeake & Potomac (GC&P) Blood Services Region of the American Red Cross routinely experiences a significant decline in blood donations during the summer. The Red Cross considers a three to five day supply safe; however, blood types O-, O+, and B- are routinely below a one day supply.

"Blood donation rates are usually much lower around the summer holidays," says Dr. Paul Ness, Director of Transfusion Medicine at Johns Hopkins, "yet local patients continue to depend on the blood supply. There is no substitute for human blood, therefore we are urging all eligible donors to schedule an appointment today to help replenish the blood supply."

Summer travel and vacation plans, as well as the very warm summer weather, coupled with the fact that more donors are failing to keep their appointments, routinely causes blood supplies in our community to reach critically low levels. All blood types are needed all time. ***One blood donation can save up to 3 lives!***

Declined blood collection not only puts a strain on an already vulnerable blood supply, but the lack of scheduled appointments makes it particularly difficult for the American Red Cross to be prepared for future emergency needs. Each day, countless trauma victims, cancer patients, premature babies and surgical candidates rely on the availability of blood for transfusion.

The Red Cross needs your help today! **To schedule a blood drive in your organization, please contact Marcos Castillo at CastilloMarcos@usa.redcross.org or (703) 928-8101.** We provide plenty of support including all the marketing material, refreshments and snacks, will cover you with our Corporate Liability Insurance, and provide a free gift to donors.

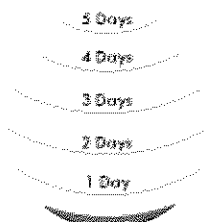
The following are the blood types that are low as of Thursday, June 5, 2008:

Ideal Amount



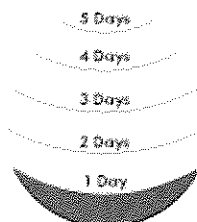
5-7 Days Supply

O Negative



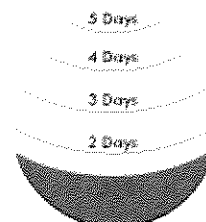
0.4 Days Supply

O Positive



1.0 Days Supply

B Negative



1.4 Days Supply