



For Immediate Release
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BloodCenter of Wisconsin Recognizes January As National Blood Donor Month

Milwaukee, Wis. – January 1, 2012 – BloodCenter of Wisconsin joins blood collection organizations around the country to recognize January as National Blood Donor Month – a time to honor those people who take time out of their busy schedules to give the gift of life.

Blood is traditionally in short supply during the winter months due to holiday travel schedules, inclement weather and illness. January in particular is a difficult month for blood donations and supplies often run dangerously low when needed most. With increased risks for injuries and accidents, each donation counts more than ever. This January, BloodCenter would like to encourage all eligible community members to participate in National Blood Donor Month and attempt to donate.

BloodCenter supports blood donation year round and is a major contributor to the blood supply in Wisconsin:

- In 2011, BloodCenter of Wisconsin saw 184,550 successful donations, resulting in roughly 553,650 lives saved or improved through a blood transfusion.
- BloodCenter held 472 community-based blood drives in 29 counties in 2011.

By donating blood through BloodCenter of Wisconsin, you are giving a priceless gift to children and adults who are seriously injured, facing surgery or being treated for cancer. Every hospital in southeastern Wisconsin relies on blood donations to treat their patients, so all blood types are needed to help maintain a steady supply. Nearly 800 donors are needed every day to help maintain the supply to hospitals served by BloodCenter of Wisconsin.

Anyone who is in general good health and meets eligibility requirements is encouraged to donate blood. The entire process takes about an hour and all blood types are needed. Donors should bring a photo ID.

BloodCenter of Wisconsin is a private, not-for-profit organization that specializes in blood collection, organ and tissue recovery, marrow donation and education, diagnostic testing, medical services and leading-edge research. BloodCenter of Wisconsin is the only provider of blood to hospitals in 29 Wisconsin counties. BloodCenter of Wisconsin advances patient care by delivering life-saving solutions grounded in unparalleled medical and scientific expertise. For more information visit www.bcw.edu.



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