



FOR IMMEDIATE RELEASE

Media contact:

Claudine Van Gonka/Manager, Communications
619-400-8166/C: 619 - 455 - 7785, cvangonka@sandiegobloodbank.org

National Blood Donor Month Begins

SAN DIEGO (January 3, 2018) – San Diego Blood Bank (SDBB), the primary supplier of blood to the majority of hospitals in San Diego County, is celebrating National Blood Donor Month throughout January by asking individuals in our community to make a resolution to become regular blood donors and to start by making their first appointment this month.

National Blood Donor Month has been observed in January since 1970 with the goal of increasing blood and platelet donations during winter – one of the most difficult times of year to collect enough blood products to meet patient needs.

Coming out of the holiday season, blood banks across the country traditionally see a decrease in donations at this time. High school and college blood drives are on hiatus while schools are out of session for the holidays, and seasonal illnesses, like the flu, may cause some donors to become temporarily unable to donate.

“Now more than ever we need the communities help,” says Dr. David Wellis, San Diego Blood Bank CEO. “Blood donations significantly decline over the holidays and January becomes a crucial month to regain blood inventory.”

Throughout this month, SDBB will highlight individual blood donors who will share their stories about why they donate on [Facebook](#), [Twitter](#) and [Instagram](#) using hashtag **#WhyIDonate**. The public is invited to share their stories of why they donate blood as well by posting a photo and comment on Facebook, Twitter or Instagram using **#WhyIDonate**.

To be eligible to donate blood you must be at least 17 years old (16 year olds may donate with parental consent), weigh at least 114 pounds and be in general good health. For more information on National Blood Donor Month or to make an appointment, visit www.sandiegobloodbank.org or call 1-800-4MY-SDBB.

About the San Diego Blood Bank

SDBB is dedicated to community health by providing a reliable supply of blood to patients in need. Our vision is to further ensure the health of our community by simultaneously delivering related health and wellness education and services and extending into research. SDBB is an independent, 501(c)(3) non-profit that serves hospitals in San Diego, Orange, Imperial and Los Angeles counties with blood transfusion products and reference laboratory services. SDBB currently operates six local donor centers and 10 bloodmobiles. SDBB’s Cell Therapy Program provides lifesaving stem cell transplants to patients worldwide. For more information about SDBB, visit www.SanDiegoBloodBank.org or connect with us on [Facebook](#) and [Twitter](#).

###