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Media contacts:

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

Michele Corbett/Vice President, Marketing
619-400-8237/C: 619-807-4620
mcorbett@sandiegobloodbank.org

**NATIONAL BLOOD DONOR MONTH HIGHLIGHTS NEED FOR
ONGOING BLOOD DONATION THROUGHOUT THE YEAR**

Community is asked to donate blood after holidays

SAN DIEGO (January 6, 2019) – 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 challenging eligible individuals to donate blood in 2020 with the goal of creating a robust supply that can meet local hospital patient needs.

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. Currently, supplies of O positive and O negative are at critically low levels.

“Every three seconds someone in the U.S. needs blood,” said Dr. David Wellis, San Diego Blood Bank CEO. “There is no substitute, so we need our community to come out and donate and there’s no better time than National Blood Donor Month. All types are needed.”

To be eligible to donate blood you must be at least 17 years old, 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](#).