



FOR IMMEDIATE RELEASE

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**WORLD BLOOD DONOR DAY REMINDS COMMUNITY
ABOUT NEED FOR DONATIONS**

Tradition celebrated Monday, June 14, 2021

San Diego, CA (June 14, 2021) – Each year, we celebrate World Blood Donor Day on June 14, to raise awareness for the ongoing need for blood and to thank existing blood donors for their selfless acts. World Blood Donor Day is one of the seven official World Health Organization (WHO) days.

For 2021, the World Blood Donor Day slogan will be “Give blood and keep the world beating”. The message highlights the essential contribution blood donors make to keeping the world pulsating by saving lives and improving others’ health. It reinforces the global call for more people all over the world to donate blood regularly and contribute to better health.

Blood and blood components are essential to help people survive everyday disasters, crises, and tragedies. They are essential for surgeries, childbirth associated bleeding, patients with traumatic injuries from accidents, cancer treatments, bone marrow transplants, immune-deficiency conditions, and so much more. Every two seconds, someone, somewhere, needs blood. This is why blood donations are essential, and not just when there’s a national disaster or pandemic.

Our goal as a community of blood collectors is to ensure when you go to the hospital and need blood, you never worry or wonder if it is available. We make sure that happens for you. But we can’t do it alone and depend on the altruistic ongoing gift of life from essential blood donors.

Every voluntary blood donation can save as many as three lives.

On World Blood Donor Day this year, we challenge San Diegans to contact San Diego Blood Bank to make two or more appointments to donate blood throughout the remainder of the year. And keep those commitments, as we, San Diego Blood Bank, will keep ours in maintaining ensuring a safe and robust blood supply for all individuals in need.

To schedule an appointment to donate blood visit: SanDiegoBloodBank.org.

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 eight 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](#).

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