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Briefing Note: Regional and Diversity Liaison Committee Members

National Blood Donor Week and World Blood Donor Day 2010

This year National Blood Donor Week runs from June 14 – 20. World Blood Donor Day falls within National Blood Donor Week on June 14 – the birth date of Karl Landsteiner, a pioneer of transfusion medicine. Every year, the World Health Organization selects a country to host international celebrations. This year, Spain will host World Blood Donor Day with the theme, “New blood for the world.” Celebrations, focused on encouraging more young people to donate, will centre in Barcelona.

National Blood Donor Week is an opportunity to celebrate and thank donors and volunteers who support the blood system in Canada and in turn, ensure the health of their fellow citizens. The week also builds awareness of the importance of blood, plasma, platelet and bone and stem cell donations, and encourages Canadians to donate or become a volunteer.

The summer can be a particularly challenging time of year to collect blood, since donors change their routines, take vacations, travel and are busy with outdoor activities. Meanwhile, the need for blood does not take a summer vacation. Canadian Blood Services will take this opportunity to kick off our summer recruitment effort and show appreciation for the generous Canadians who donate blood, plasma, platelets and stem cells.

Our focus will be on raising awareness among young people and how they can make an important contribution by donating blood and encouraging other young people to join them in doing so. Young people (17-24) in Canada accounted for about 139,000 blood donations last year, or 15 per cent of all blood donations in Canada. Between now and the end of August, Canadian Blood Services needs **303,358** donors to give blood across Canada.

We are reaching out to you to invite you to join us and help celebrate National Blood Week and World Blood Donor Day by either posting a link to our web site on your organization’s web site; by forwarding this notice onto friends and colleagues; or by issuing a news release to promote National Blood Donor Week and World Blood Donor Day by booking an appointment to donate by calling **1 888 2 DONATE** (1-888-236-6283).

By demonstrating the impact blood donation has had on your family, your community or the patients you serve, you are helping us increase awareness and educate more Canadians about the need for blood and the positive impact of blood donation.

Thanks in advance for your support.

For more information or for assistance with this request, please contact:

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