



BLOOD BANK OF  
THE REDWOODS



*Saving lives since 1949*

BBR is a full-service blood center serving  
North Bay communities 24 hours a day, 7 days a week

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**FOR IMMEDIATE RELEASE**

## **January is National Volunteer Blood Donor Month Martin Luther King Jr. Day is a Day of Service**

Santa Rosa, CA (January 5, 2010) President Barack Obama and Governor Arnold Schwarzenegger have joined AABB (formerly the American Association of Blood Banks), America's Blood Centers and the Blood Centers of California in celebrating January as National Volunteer Blood Donor Month. They are urging all citizens to pay tribute to those who donate blood for others in need and encourage all healthy adults, 17 years and older (age 16 with parental consent) to donate blood and give the gift of life.

"National Volunteer Blood Donor Month is a time to recognize and thank our community of dedicated blood donors," said Ryan Benjamin, Recruitment Manager of Blood Bank of the Redwoods. "Without the support of regular blood donors our hospitals would not get the blood they need to save lives. The President and the Governor understand the importance of frequent blood donation and what it means to patients across the country."

Blood Bank of the Redwoods invites the northern California community to give blood once this month. As little as an hour of time could mean a lifetime to someone in need. Martin Luther King Jr. said, "Life's most persistent and urgent question is, "What are you doing for others?" What better day to donate than on Martin Luther King, Jr. Day.

***All donors who donate at the blood center in Santa Rosa on January 18th  
will receive a special Lifesaver T-shirt as recognition of their day of service.***

Blood donation tends to drop during the winter months due to the holidays, travel schedules, weather and flu season. The need for blood remains constant throughout the year and is required for emergency blood transfusions, elective surgeries, and patients undergoing cancer treatments.

*Blood Bank of the Redwoods is a full-service blood center that provides lifesaving blood products to hospitals, multiple clinics and various home-care agencies.*

*Our goal is to be a leader in transfusion medicine, and to provide quality blood products and services to our community in a safe, economical and expedient manner. By partnering with our community of donors and healthcare providers, Blood Bank of the Redwoods is able to maintain this critical community lifeline.*

*Blood Bank of the Redwoods proudly serves Sonoma, Lake, Mendocino, Napa and Marin counties 24 hours a day, 7 days a week.*

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