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NEWS RELEASE

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DOWNWARD SPIRAL OF COMMUNITY BLOOD SUPPLY
CAUSES URGENT NEED FOR BLOOD

***Delta Blood Bank Offers Special Opportunities to Win Hotel
Accommodations***

Stockton, Calif.—As a result of declining blood donations in the weeks leading up to the holiday weekend, Delta Blood Bank will be keeping its doors open on Presidents’ Day, Monday, February 18. In the midst of the cold and flu season, many regular blood donors have been ill and unable to donate, especially those with types B-negative blood and O-negative blood.

“Type O-negative blood, which can be transfused to any patient, is particularly needed in emergency situations when there may not be time to identify a patient’s specific blood type,” said Regina Driscoll, manager of donor operations for Delta Blood Bank. “These emergency situations tend to increase during the holidays more than any other time of year, so we have a clear cause for concern here.”

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Delta Blood Bank first announced its call to action for healthy blood donors at the beginning of this week when it saw the community blood supply had not yet recovered from the impact of the cold and flu season. Now the blood bank is intensifying its plea for healthy donors in order to prevent an emergency situation.

On Monday, the blood bank will be raffling certificates for three day, two night hotel accommodations for every 10 people to donate blood per location, in addition to the regular points donors receive for their donations as members of Delta Blood Bank's Loyalty Program.

"The number one reason people don't donate blood is because they have not been asked, so we're asking," said Driscoll. "If you haven't donated in the last 56 days or you've never donated before, now is the time. The more people who donate blood, the better chance we have of turning this situation around. Bring a friend with you on Monday and you'll also increase your chances of receiving Delta Blood Bank's appreciation gift.

Delta Blood Bank will be open in Manteca, Modesto and Stockton on Monday. They are located in Manteca at 1030 North Main Street and are open from 1 p.m. to 8 p.m.; in Modesto at 1900 West Orangeburg Avenue from 10:30 a.m. to 5:30 p.m.; and in Stockton at 2888 West March Lane from 10:30 a.m. to 5:30 p.m. Please call (888) 94-BLOOD or visit deltabloodbank.org for more information on how to donate blood.