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news release

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Blood Donor Figures on the Rise as Scots Respond to Hard-hitting Campaign

CONTACTS:

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Photocall: Monday 1 June 2009, 10am, Blood Donor Centre, 8 Nelson Mandela Place, GLASGOW.
30 year old Jen Moxey available for interview alongside 11 month old baby Anna and 3 year old Kiera.

BODY TEXT:

Numbers of blood donors in Scotland have risen by ten thousand since the Scottish National Blood Transfusion Service (SNBTS) launched its hard hitting "give blood" campaign in June last year. SNBTS is asking for help to recruit another 10,000 donors in the year ahead to build on this success.

Dr Moira Carter, National Donor Services Manager SNBTS commented, "This is hard evidence that the Scottish public has taken our message to heart and are taking action on the plea we have made. To keep up with demand, we need to repeat our success in the year ahead, and add another ten thousand donors by June 2010. To those who have always thought about becoming a regular blood donor, but have never got round to it, please roll up your sleeves and help us keep on top of the increasing need for blood donors."

Blood Donor Week 2009 starts today and SNBTS will use this to launch a full month of intense activity throughout June to attract a bumper level of donor recruitment. There will be television and radio advertising, and for the first time, a give blood campaign will be launched on Youtube.

It means the world to Mum of two, Jen Moxey, who is preparing to celebrate her daughter Anna's first birthday at the end of this month. Jen gave birth to Anna, a healthy 8lb 15oz baby, on 22 June last year, but developed life-threatening bleeding during labour. Jen required 8 emergency life saving transfusions after losing 5.5 litres of blood – this means all the blood in her body was replaced by blood given by donors.

Jen says, "Anna's birth was traumatic, and I'm so grateful for the wonderful care I received. However, if it wasn't for blood donors I wouldn't be alive today, and both Anna and Kiera wouldn't have a mummy. This is a terrifying thought. I can't stress enough how grateful I am to the blood donors who saved my life – and I'd like every single person in Scotland to come forward and register as a blood donor now!"



National Director Keith Thompson

Give blood at least once a year and help us show patients in Scotland they are not fighting alone. To register as a blood donor or to find out where your nearest donation session is, call 0845 90 90 999, text 'blood' to 61611, or visit www.scotblood.co.uk.

Notes to Editors:

- Scotland's Blood Donor Week was created in 2003 to celebrate and thank Scotland's voluntary, non-remunerated blood donors. Blood Donor Week 2009 commences on Monday 1 June.
- The entire month of June will see a variety of donor recruitment initiatives, including television and radio campaigns across Scotland.
- Every June, a different country hosts World Blood Donor Day and showcases their unique culture. This year, Australia will host this celebratory day on 14 June.
- Blood Donor Week celebrates different types of blood donation, including platelet donation, Fast Response blood donors, and Three Times Promise donors.
- An active blood donor is a blood donor who has attended to give blood at least once in the last 12 months.
- You can give blood every twelve weeks. The average number of donations given per donor per annum is currently 1.59 (this is known as attendance frequency).
- SNBTS provides blood transfusions for 100,000 patients each year
- SNBTS serves over 40 blood banks across Scotland
- Summer holidays mean blood supply can reduce by 20% over the holiday period. Please make sure you give blood before you leave the country for holidays.
- Platelets last only five days. This means our platelet supply must be constantly replenished over the summer period.
- There are 2 units of blood on standby for every hospital birth in Scotland.
- Give Blood for Scotland is now available on youtube.
- Call **0845 90 90 999**, text **blood** to **61611** or visit www.scotblood.co.uk to register as a blood donor. Thank you!

ENDS.