



PROTECTING OUR HEALTH

America Rolls Up Its Sleeves For Nationwide Blood Drive

(NAPSA)—Did you know that at certain times the American Red Cross blood supply is only days away from running out? A pretty scary thought, yet only five percent of the eligible population currently donates blood. Due to the rapid growth of the American population and the aging of the loyal donor base, the current demand for blood products is rapidly outpacing supply. In response, the Red Cross has launched the Save A Life Tour 2003, a national campaign to encourage Americans to help save lives through regular blood donation.

In support, more than 300 communities across the country have joined the effort to help America renew its blood supply. The goal of The Save A Life Tour 2003 is to collect 3,000,000 donations nationwide during the six-month campaign.

Every two seconds, someone in America needs blood. Every day 38,000 donations are needed in the United States to help save the lives of cancer patients, accident victims, children with blood disorders and others. Just one pint of blood can help save as many as three lives.

“Because of the ongoing need for blood and the instability of the supply, we are encouraging communities around the nation to participate in the Save A Life Tour 2003. New donors are needed,” said Marsha J. Evans, President and CEO, American Red Cross. “We encourage local businesses, organizations and residents to take part in this important life-saving initiative.”

As part of the Tour, two convoys will travel across the country



The Red Cross Save A Life Tour will visit more than 300 communities across the nation.

visiting communities where residents can become involved in various events planned by their local Red Cross Blood Region. The convoy includes an interactive Red Cross Mobile Museum where visitors can record their own testimonies, send picture greetings to friends and family and play fun and interactive trivia games.

A web site, www.givelife.org, will closely track the convoy routes and provide information about community participation, donations and special events. Because the results of the campaign are tracked nationally, each community will be challenged to meet a specific goal, with contributions measured and recognized by the increase in donations over the same period last year.

According to Evans, “We are confident that with local and national support, we can make a difference and help save the lives of friends, family, community members and Americans nationwide.”

This tour will culminate in November in Washington, D.C., where outstanding contributing communities will be recognized.

For more information about the Save A Life Tour 2003 or to sign up to give blood, hold a blood drive or donate time, goods and services, call 1-800-GIVE LIFE or the local Red Cross Blood Region, or visit www.givelife.org.