

Nexcare™ Brand, America's Blood Centers and the American Red Cross Honor World Blood Donor Day with 3rd Annual Nexcare give Program

Nationwide Initiative Encourages Blood Donation This Summer

ST. PAUL, Minn.--([BUSINESS WIRE](#))--Many Americans may consider giving blood to be an important act of community service, however, less than 10 percent of those who can give actually donate on an annual basis. To help bridge this gap, Nexcare™ Brand, in partnership with America's Blood Centers and the American Red Cross, are proud to announce the third annual Nexcare™ *give* program. A nationwide initiative to raise awareness and inspire action in the need for blood donation, the Nexcare™ *give* program shines a light on World Blood Donor Day (June 14) to thank those who give and encourages others to get involved.

With the support of hundreds of participating blood centers, the Nexcare *give* program inspires people in America with a message of hope, and helps to spread the word by distributing limited-edition Nexcare Bandages marked with the word "*give*" beginning on World Blood Donor Day and throughout the week of June 14-19, 2011. These high-performance, diamond-shaped Nexcare *give* Bandages serve as a badge of honor for blood donors and a symbol of the cause.

Featuring a new theme for 2011, Nexcare Brand will be donating and giving away a collection of five fashion bandages inspired by the latest runway trends and featuring the vibrant designs of chevron, plaid, gingham, zebra, and "classic." The fashionable bandage collection aims to demonstrate to current and potential donors that *helping to save a life is always in style*.

World Blood Donor Day and the Nexcare *give* program come at an important time each year. During the summer months, the nation's blood supply comes under strain due to fewer donations because of increased vacation schedules and other seasonal distractions.

To increase awareness of the Nexcare *give* program and encourage blood donation, Nexcare Brand has launched a Facebook page where visitors can easily find a location near them to donate, as well as sign up to receive additional bandages for free by mail, while supplies last. Visitors can share their story, and sign a pledge to donate blood this World Blood Donor Day. Participants pledging to give blood have the opportunity to share with their friends and encourage them to pledge, too. Nexcare Brand will make a charitable donation of \$10,000 in the name of the top five people whose pledges have the most supporters by July 31, 2011.

"We're proud to continue this partnership and the Nexcare *give* program, which we feel represents an important opportunity to encourage blood donations," said Luiz Castro, Global Business Manager, Nexcare Brand, Consumer Health Care Division. "Now in our third year, our goal is to spread the program's message even further with an eye-catching collection of bandages and new online tools that we hope will inspire people to share the message and encourage others to get involved."

The 2011 Nexcare *give* program kicks-off on Tuesday, June 14th with World Blood Donor Day. Throughout that week, America's Blood Centers and the American Red Cross will distribute limited-edition Nexcare *give* Bandages, as well as host local events. To learn more, receive more information or to request additional bandages at no cost, visit www.nexcaregive.com.

About America's Blood Centers:

Founded in 1962, America's Blood Centers is North America's largest network of community-based blood

programs. Recognized by the U.S. Congress for its critical work in patient care and disaster preparedness and response, the federation provides more than half of the U.S. blood supply and operates more than 600 blood donor centers.

These blood centers serve an area with more than 180 million people and provide blood products and services to more than 3,500 hospitals and healthcare facilities across North America. America's Blood Centers' U.S. members are licensed and regulated by the U.S. Food and Drug Administration. Canadian members are regulated by Health Canada.

For more information, please visit www.AmericasBlood.org

About the American Red Cross:

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies nearly half of the nation's blood; teaches lifesaving skills; provides international humanitarian aid; and supports military members and their families. The Red Cross is a charitable organization — not a government agency — and depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit www.redcross.org or join our blog at <http://blog.redcross.org>.

About 3M:

3M captures the spark of new ideas and transforms them into thousands of ingenious products. Our culture of creative collaboration inspires a never-ending stream of powerful technologies that make life better. 3M is the innovation company that never stops inventing. With \$27 billion in sales, 3M employs about 80,000 people worldwide and has operations in more than 65 countries. For more information, visit www.3M.com or follow @3MNews on Twitter.

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