

## Nexcare Brand Announces the Fifth Annual Nexcare *give* Program, in Partnership with the American Red Cross and America's Blood Centers

Nationwide Awareness Program Celebrates World Blood Donor Day by Thanking Blood Donors with Free, Limited-Edition Nexcare *give* Bandages

In 2013, more than 4.5 million Americans will require a blood transfusion, making year-round blood donation a critical way to give back to your community. The Nexcare *give* Program encourages people nationwide to roll up a sleeve anytime of the year and “give.” Now in its fifth year and timed in support of the World Health Organization’s World Blood Donor Day on June 14, Nexcare *give* has inspired donors across the country to participate in an annual tradition of giving blood, a heroic act that can help save up to three lives. Beginning Monday, June 10 and throughout the week leading up to World Blood Donor Day, community blood centers nationwide will host local events and distribute free, limited-edition Nexcare *give* Bandages for donors to proudly wear as a badge of honor. Nexcare *give* Bandages will also be available for free by mail, while supplies last, by visiting [Nexcaregive.com](http://Nexcaregive.com).

Less than 10 percent of eligible donors give blood regularly throughout the year, often leaving blood centers in short supply. To emphasize the importance of giving blood year-round, the theme of the 2013 Nexcare *give* Program is “It’s Always in Season to Give Blood.” This year’s collection of limited-edition bandages, each adorned with the word “give,” features a series of unique designs inspired by the four seasons.

“Each year, our goal is to inspire more people to *give*, as well as honor and thank the thousands of donors and recipients who have shared their stories with us throughout the years,” said Luiz Castro, global business manager, Nexcare Brand, Consumer Health Care Division. “Giving blood is a simple act of kindness and we hope blood donors will wear their Nexcare *give* Bandages with pride to show their dedication for the cause and encourage others to get involved.”

For 2013, blood centers across the country are ready to participate in the Nexcare *give* program to spread a message of community service and underscore the importance of blood donation.

“Maintaining an adequate blood supply to meet patient needs is a very delicate balance between supply and demand,” said Richard J. Benjamin, M.D., Ph.D., chief medical officer, American Red Cross. “Anything can disrupt this balance, from severe weather, to national or local emergency situations. It is crucial that eligible donors continue to support this cause and donate as often as they are able, while encouraging others to give as well.”

“Every two seconds, someone in the U.S. needs blood,” said Dave Green, president of America’s Blood Centers. “Not only is blood donation an immediate way to serve your community, it can make a true impact on another person’s life.”

Those who visit [Nexcaregive.com](http://Nexcaregive.com) can pledge to support blood donation, find a local blood center, share their blood donation story and sign up to receive free Nexcare *give* Bandages by mail. New this year, the “Getaway Any Season” Sweepstakes also gives visitors the opportunity to enter for a chance to win a trip for two to a luxury Four Seasons Hotel. For more information on the Nexcare *give* program or the “Getaway Any Season” Sweepstakes, visit [Nexcaregive.com](http://Nexcaregive.com).

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#### About the American Red Cross:

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies about 40 percent of the nation's blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit [redcross.org](http://redcross.org) or join our blog at <http://blog.redcross.org>.

#### About America's Blood Centers:

Founded in 1962, America's Blood Centers is North America's largest network of community-based, independent blood programs. Recognized by the U.S. Congress for its critical work in patient care and disaster preparedness and response, the federation operates more than 600 blood donor centers providing half of the U.S., and a quarter of the Canadian blood supply.

These blood centers serve more than 150 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](http://www.AmericasBlood.org)

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LaForce + StevensMarisa Siegel, 212-242-9353mricci@laforce-stevens.comor3M Public Relations and Corporate CommunicationsRobert Brittain, 651-733-7034

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