

Soleil Moon Frye Joins Nexcare Bandages and The American Red Cross to Demonstrate That "Giving Blood is Always in Season"

Fifth Annual Nexcare give Program Thanks Blood Donors with New Bandage Collection Inspired by the Four Seasons

Nexcare Bandages, in partnership with the American Red Cross and Actress Soleil Moon Frye, announce the fifth annual Nexcare *give* program to raise awareness about the importance of year-round blood donation and to encourage people across the country to roll up a sleeve.

This nationwide program surrounding the World Health Organization's World Blood Donor Day on June 14, thanks those who give blood and inspires others to participate in an annual tradition of donating. Every two seconds someone in the U.S. needs blood. In fact, nearly 44,000 blood donations are needed each day in the United States. With no substitute for human blood, those in need rely on the kindness of volunteer donors. To bring attention to the heroic act of giving blood, American Red Cross spokesperson Soleil Moon Frye has joined the 2013 Nexcare *give* program to remind people that "Giving Blood is Always in Season."

Frye, a Red Cross advocate, grew up understanding the importance of social activism and community aide through blood donation. Surrounded by family members who donate blood regularly, she has seen firsthand how lives can be saved through blood donation. Frye's commitment to raising awareness through the Nexcare *give* program and World Blood Donor Day comes at a very important time of year. The summer months can pose a challenge to ensure a sufficient blood supply is available for those in need. With schools out of session and families on vacation, fewer people are available to give.

"I am honored to be involved in the Nexcare *give* program, and hope to inspire people around the country to donate this World Blood Donor Day and help save lives," said Frye. "Thanks to the kindness and generosity of those volunteers who roll up a sleeve and give, the American Red Cross is able to provide lifesaving blood for patients whenever and wherever it's needed."

This year, Nexcare Brand will be giving away limited-edition bandages inspired by the four seasons: spring, summer, fall and winter, each adorned with the word "*give*" to demonstrate the theme that "Giving Blood is Always in Season." The collection features eight unique seasonally-influenced designs including summer flip-flops, winter snowflakes, fall foliage, spring flowers and more. The limited-edition Nexcare *give* Bandages will be distributed at Red Cross donor centers and blood drives throughout the week beginning Monday, June 10, leading up to World Blood Donor Day on Friday, June 14.

Visit Nexcaregive.com to pledge to support blood donation, request free Nexcare *give* Bandages by mail and enter the "Getaway Any Season" Sweepstakes for a chance to win a trip for two to a luxury Four Seasons Hotel.

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 or visit us on Twitter at [@RedCross](https://twitter.com/RedCross).

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LaForce + Stevens Marisa Siegel, 212-242-9353 msiegel@laforce-stevens.com or 3M Public Relations and Corporate Communications Robert Brittain, 651-733-7034 rbrittain@mmm.com

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