

Nexcare Brand Launches the Sixth Annual Nexcare give Program in Honor of World Blood Donor Day

Nationwide Awareness Campaign Partners Nexcare Brand with American Red Cross and America's Blood Centers to Thank Blood Donors and Encourage People Everywhere to Give

Each day, more than 41,000 blood donations are needed in the United States. With no substitute for human blood, those in need rely on the kindness of volunteer donors. To raise awareness and inspire action about the importance of blood donation, Nexcare Bandages, in partnership with the American Red Cross and America's Blood Centers, announce the sixth annual Nexcare *give* program.

The 2014 Nexcare *give* campaign encourages people across the country to roll up a sleeve and "give" in honor of the World Health Organization's World Blood Donor Day on June 14. This year's collection of limited-edition bandages, each adorned with the word "give," are inspired by artistic movements including: impressionism, abstract art, contemporary art, pop art and street art, to demonstrate this year's theme, "The Art of Giving."

"Every year, our goal is to inspire more people to give and to raise awareness about the ongoing need for blood donation," Tara Menzies, Nexcare Brand, Consumer Health Care Division. "Through the sixth annual Nexcare *give* program, we are reminding Americans that giving blood is a simple and effective way to help save lives. We hope blood donors will wear their Nexcare *give* Bandages with pride and encourage others to get involved."

The free, limited-edition Nexcare *give* Bandages will be distributed at American Red Cross and America's Blood Centers donor centers and blood drives throughout the week beginning Monday, June 9, leading up to World Blood Donor Day on Saturday, June 14. Nexcare *give* Bandages will also be available for free by mail, while supplies last, by visiting Nexcaregive.com.

"It is crucial that eligible donors continue to support blood donation and donate as often as they are able, while also encouraging others to give," said Richard J. Benjamin, M.D., Ph.D., chief medical officer, American Red Cross.

The Nexcare *give* program and World Blood Donor Day come at a very important time each year, as the summer months can pose a challenge to ensure a sufficient blood supply is available for those in need. With schools out of session, summer vacations and irregular schedules, fewer people are available to donate blood. Throughout the week of World Blood Donor Day, blood centers across the country will spread the Nexcare *give* campaign's message of community service and underscore the importance of blood donation.

"Each blood donation can help save up to three lives, so what better way to serve your community than by giving blood regularly," comments Dan Waxman, M.D., president of America's Blood Centers.

Visit Nexcaregive.com to pledge to support blood donation, find a local blood center and sign up to receive free Nexcare *give* Bandages by mail. Use #nexcaregive to share blood donation stories and show support for the cause on the Nexcare Brand Facebook page.

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).

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

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LaForce + StevensMarisa Siegel, 212-242-9353msiegel@laforce-stevens.com or 3M Corporate CommunicationsRobert Brittain, 651-733-7034rbrittain@mmm.com

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