

Supermodel Niki Taylor Joins the Nexcare Brand and the American Red Cross to Celebrate "Creating a Culture of Giving"

Seventh Annual Nexcare Give Program Thanks Blood Donors with New Bandage Collection Inspired by Patterns and Textiles from Cultures around the World

Nationwide, an average of 41,000 blood donations are needed each and every day to meet the needs of patients undergoing treatment for various accidents and illnesses. Nexcare Bandages is once again partnering with the American Red Cross and supermodel Niki Taylor for the seventh annual Nexcare Give Program. The program celebrates the World Health Organization's World Blood Donor Day on June 14. Coming at a crucial time each year, blood centers often face what is known as "summer shortages," because fewer people donate blood due to schools being out of session and vacation schedules.

This year, Nexcare Brand and the American Red Cross will celebrate all those who "*give*" around the world with the theme "Creating a Culture of Giving." The 2015 limited-edition collection of bandages features eight vibrant designs inspired by patterns and textiles from various cultures and locations around the world.

"It's an honor to team up for another year of the Nexcare Give Program to help raise awareness about the importance of blood donation," said Niki Taylor. "The American Red Cross and blood donation saved my life after my car crash in 2001. This World Blood Donor Day, I encourage everyone to visit their local blood center, roll up a sleeve and *give* and then share their story on social media to encourage friends and families to get involved."

Those who come out to give blood with the Red Cross from Monday, June 8, through World Blood Donor Day, on Sunday, June 14, will receive limited-edition Nexcare *give*Bandages, while supplies last.

Pledge to support blood donation, locate a nearby blood center and sign up to receive free Nexcare *give*Bandages by mail, while supplies last, by visiting Nexcaregive.com. Those who aspire to show support and share personal blood donation stories with friends and the "*give*" community are encouraged to use the hashtag #GiveInspires in their posts, tweets and photos.

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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liki Taylor with the 2015 limited edition Nexcare give Bandage collection (Photo: Nexcare Brand)
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