

Eighth Annual Nexcare Give Program Encourages Donors to "Feel the Beat, Give Blood" and Celebrate Those Who Give on World Blood Donor Day

Nationwide Campaign Partners Nexcare Brand with American Red Cross and America's Blood Centers to Inspire Donors to Give and Spread the Word About the Vital Need for Blood Donation

Every two seconds someone in the U.S. needs blood. With no substitute for human blood, those in need rely on the giving nature of invaluable donors who help save lives every day. Nexcare Bandages, in partnership with the American Red Cross and America's Blood Centers, proudly announces the eighth annual Nexcare *Give* Program to spread awareness about the importance of blood donation and encourage people to get involved.

The 2016 Nexcare *Give* campaign, timed to the World Health Organization's World Blood Donor Day on Tuesday, June 14, aims to shine a spotlight on the importance of blood donation, while also celebrating those who give across the globe. This year, the Nexcare *Give* Program celebrates with the theme, "Feel the Beat, Give Blood." In keeping with the message, the 2016 limited-edition collection of bandages features five vibrant dance-inspired designs each reflecting unique styles and cultures from around the world.

"Every year it is our mission to encourage people across the world to give, as well as thank the loyal donors who play a vital role in saving lives each day," said Tara Menzies, Global Business Manager, Nexcare Brand.

"Through the Nexcare *Give* program, we aim to increase awareness around a seemingly small act that can make an unbelievable difference. Just one donation can help save the lives of up to three people, and we hope donors will wear their Nexcare *Give* bandages as a symbol of the significant impact they made."

The limited-edition Nexcare *Give* bandages will be available for free to donors at participating American Red Cross and America's Blood Centers donor sites and blood drives around the country, kicking off Monday, June 6 and rolling out throughout the week leading up to World Blood Donor Day. Nexcare *Give* Bandages will also be available as a bonus in select Nexcare Waterproof Bandage packs at retailers nationwide, as well as by mail, while supplies last, at Nexcaregive.com.

"Every day 41,000 blood donations are needed nationwide, making eligible donors invaluable to our efforts to help patients, as well as educate others on the importance of donation," said Darren Irby, executive director, marketing, American Red Cross. "Throughout the year, and especially during this crucial time, we encourage donors to give blood as often as possible, and share their meaningful experiences to motivate others to do the same."

The summer months are a critical time each year for blood donation. Throughout this period the blood centers often face what are known as, "summer shortages." The Nexcare *Give* Program aims to spark the conversation around World Blood Donor Day, with the goal that through educating people nationwide and continuing to raise awareness, there can be an ample supply of blood in centers across the country for those in need. With seasonal distractions, fewer people give blood, and consequently the centers face a greater need for blood donation.

"Supporting blood donation is a fundamental way that anyone can make a powerful difference. Nearly 5 million Americans require a blood transfusion each year, so the need is great and the impact can be life-changing," said Christine Zambricki, DNAP, CRNA, FAAN, America's Blood Centers.

Pledge to support blood donation, locate a blood center nearby and sign up to receive free Nexcare GiveBandages by mail, by visiting Nexcaregive.com. Those who wish to show support and share personal blood donation stories with 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 redcross.org/cruz-roja, 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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Nexcare Give 2016 bandage collection (Photo: Business Wire)

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