

Supermodel Niki Taylor Teams up with Nexcare Brand and the American Red Cross to "Feel the Beat, Give Blood"

Nexcare Give Program Celebrates Blood Donors for the Eighth Annual Initiative Featuring Exclusive New Dance-Inspired Bandage Collection

One blood donation can help save the lives of up to three people. Every day the American Red Cross must collect approximately 14,000 units of blood to help patients in need. To raise awareness for this important cause, Nexcare Bandages is partnering with the Red Cross and supermodel Niki Taylor for the eighth annual Nexcare *Give* Program. The partnership celebrates the World Health Organization's World Blood Donor Day on June 14, encouraging people to join the cause by pledging to support blood donation.

To honor those who "*give*" around the world, Nexcare Bandages and the Red Cross are teaming up, offering a limited-edition collection of bandages with the theme "Feel the Beat, Give Blood." The bandages feature five vibrant dance-inspired designs reflecting different styles and cultures from around the globe.

"I am proud to team up with the Nexcare *Give* Program each year, with the mission of sparking a critical dialogue around the vital need for blood donation," said supermodel and Nexcare *Gives* spokesperson, Niki Taylor. "For me, the cause is also a personal one. Following a car accident 15 years ago that left me in critical condition, the efforts of the American Red Cross and their brave donors saved my life. In honor of World Blood Donor Day, I am sharing my story and encouraging people around the world to support blood donation, inspiring their friends and families to join the cause."

Beginning on Monday, June 6 and continuing throughout the week of World Blood Donor Day (June 14), individuals who come to give blood at a participating Red Cross blood drive or blood donation center will receive the limited-edition Nexcare *Give* Bandages, while supplies last.

Pledge to support blood donation, locate a nearby blood drive and sign up to receive free Nexcare *Give* Bandages by mail, while supplies last, by visiting [Nexcaregive.com](https://www.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](https://www.redcross.org) or [redcross.org/cruz-roja](https://www.redcross.org/cruz-roja), or visit us on Twitter at [@RedCross](https://twitter.com/RedCross).

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Niki Taylor with the 2016 Limited Edition Nexcare Give Bandage Collection (Photo: Business Wire)
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