

Ninth Annual Nexcare Give Program Celebrates Blood Donation, Encouraging Donors to "Roll up a Sleeve and Give Where You Live" for World Blood Donor Day

Nexcare Brand Partners with American Red Cross and America's Blood Centers for Campaign Raising Awareness around the Need for Blood Donation, Celebrating All Those Who Give Around the Globe

Nationwide, approximately 36,000 blood donations are needed each day. With no substitute for human blood, those in need rely on the kindness of donations from volunteers. To raise awareness about the importance of blood donation, Nexcare Bandages, in partnership with the American Red Cross and America's Blood Centers, proudly announces the ninth annual [Nexcare Give Program](#).

The Nexcare Give Program, timed to the World Health Organization's World Blood Donor Day on Wednesday, June 14, seeks to encourage blood donation and increase knowledge of the important cause. This year, the Nexcare Give Program celebrates all those who give in their communities with the theme, "Roll up a sleeve and give where you live." In keeping with the message, the 2017 limited-edition collection of bandages features vibrant city-inspired designs reflecting landmarks and locales from around the globe.

"Each year, we aim to thank everyone who gives to this important cause, and we hope to inspire people around the world to help play a role in saving lives by supporting blood donation," said Tara Menzies, Global Business Manager, Nexcare Brand. "Every two seconds someone in the U.S. needs blood. We want donors globally to know what a significant impact they have had, and how they have touched lives in an immeasurable way."

The limited-edition Nexcare Givebandages will be available for free to donors at participating Red Cross and America's Blood Centers donor sites and blood drives around the country, kicking off Wednesday, June 7 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, hospital patients rely on lifesaving blood products – these patients may be trauma victims, surgery patients or those receiving treatment for cancer," said Chris Hrouda, executive vice president, Red Cross Blood Services. "We hope to inspire people from every community to help meet this critical need and make an appointment to donate blood or platelets. Whether you go out and find your local blood center or [host a virtual blood drive](#) for friends, co-workers and family, your support has the potential to make an impact on lives."

The summer months are a crucial time for blood and platelet donation, when blood centers often face shortages. With seasonal commitments, fewer people give blood and platelets, and consequently the centers face a greater need for donations. The Nexcare Give Program seeks to encourage conversation around giving timed to World Blood Donor Day, with the goal of continuing to raise awareness and generating an ample supply of blood for centers across the country.

"With millions of Americans requiring a blood transfusion each year, the need for blood is constant," said Louis Katz, MD, Chief Medical Officer, America's Blood Centers. "Supporting blood donation is a safe, simple, impactful way to change lives both in your community and around the globe on World Blood Donor Day and beyond. We thank all blood donors for their commitment, and encourage others to remember that one donation can save up to three lives."

New research from Nexcare Brand finds that raising awareness around the importance of blood donation is

critical. More than one-third (36 percent) of Americans have never given blood, with more than one quarter (28 percent) attributing this to the fact that they have never thought about it before. One opportunity for inspiring others to act now is through the Red Cross [SleevesUp program](#), which is an online tool that allows supporters to create a virtual blood drive and encourage colleagues, friends and family members to give blood or platelets in four easy steps. Visit redcrossblood.org/sleevesup to create an account, personalize your campaign, set a goal and timeframe and invite others to join.

Pledge to support blood and platelet donation, locate a blood center nearby and sign up to receive free Nexcare Give Bandages 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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Censuswide Study 2017 Methodology

3M partnered with Censuswide Research to carry out an online survey of 1,028 U.S. residents aged 17+ between April 7 and April 10, 2017.

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