

# Everyday Heroes

*Blood Centers of the Pacific's Quarterly E-newsletter*

**April 2010**

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## **A Month of Goodies for Donating Blood**

Need another reason to donate blood? This April, we're giving you lots of reasons to help save lives (not that saving lives wasn't enough!).



\* [Donate blood](#) during the month of April, and receive a 20 percent off Sports Basement coupon AND be automatically entered to win a \$500 raffle!



\* [Donate blood at the Redwood City Center](#) from April 18th through 24th, and receive a Ducky carwash on us! While supplies last!



\* [Donate blood at the Shasta Blood Center](#)

during the month of April and receive a special T-shirt!

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**We Have Gifts Waiting For You...**



# WE HAVE GIFTS WAITING FOR YOU...

HERE'S HOW TO GET THEM!

Congratulations! You have saved lives AND earned at least 100 points for your blood donation! Log in to [www.bloodheroes.com](http://www.bloodheroes.com) to track and redeem your points.

1. Click and log in to [www.bloodheroes.com](http://www.bloodheroes.com)
2. Click Hero Reward > Select and Click a gift
3. Follow Instructions to print your movie ticket or select a gift



**Give blood.  
Get rewards.**



Ice cream:  
100 points



Movie tickets:  
400 points



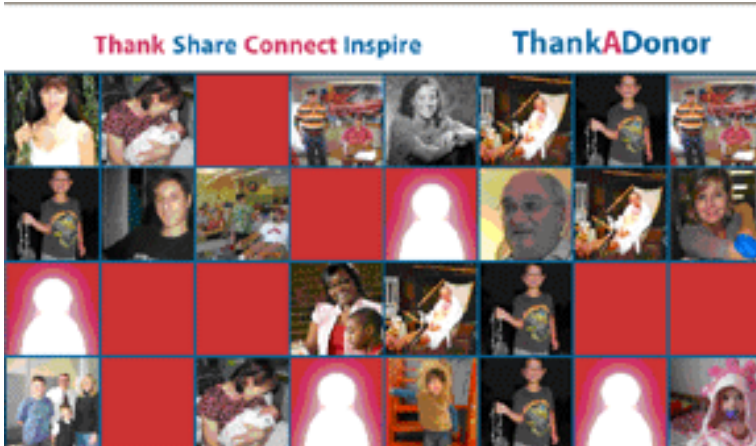
Music CDs:  
600 points



Video games:  
900 points

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**Thank A Donor**



There's Lauren who's thankful for blood donors because she "wouldn't have her daughter without them." And there's Matt from Florida, a 30-gallon donor who thinks of his daughter everytime he donates blood. Meet Lauren and Matt and the many other patients and donors on [Thank a Donor](#). And while you're there, please also share your story!

This past January, America's Blood Centers, of which BCP is a member, launched [Thank a Donor](#), a new online community giving blood recipients a chance to connect with blood donors.

"Our blood centers rely on the generosity of people who, in most cases, never meet the beneficiaries of their kindness," said Thomas Schallert, president of America's Blood Centers. "This site gives those who have a received a blood transfusion the chance to tell their stories and personally say thank you, and gives donors a chance to share their stories too."

[Thank a Donor](#) allows visitors to upload images, videos and a description of their connection to blood donation. They can also browse profiles or participate in a conversation, create a profile and interact with others via the site's comment feature.

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## Spotlight's on Shasta Blood Center

With paved roads, fog, rain or sunshine, we don't really have to worry too much about logistics when setting up a blood drive in the Bay Area.

Go up to the North State region however, and it can be quite a challenge with snow, mountain roads and sometimes, even no electricity in the smaller towns.



"We've had to trudge through snow to set up our equipment," said Ellie Delgado, Administrative Director of the [Shasta Blood Center \(SBC\)](#), Redding. "We've also had blood drives where the coordinators in Lewiston drove several 4-Wheel Drive vehicles to pick up our snowed-in donors and take them to the drive!"

Located about 220 miles northeast of San Francisco, SBC is a satellite center of BCP. It initially

began in 1954 as a drawing site in the basement of Mercy Hospital. In 1972, the center moved to its own location, and 10 years later, a laboratory with components, processing and dispensing departments were added, making SBC a free-standing blood center. In 2006, SBC moved to its current home at 2680 Larkspur Lane.

Serving the three counties of Shasta, Siskiyou and Modoc, SBC employees get to experience some "fun stuff," according to Ellie. "We travel to some pretty interesting places like Forks of the Salmon where there is no electricity. The mobile crew bring their sleeping bags and get the opportunity to bunk in a forest service facility," she said. "And to get there, they have to drive on mountain roads and because there are no turn offs, one has to honk the horn before going around the curves!"

SBC currently has about 40 employees. Annually, the center collects an average of 12,000 pints of whole blood and 2,800 platelets to serve five hospitals in the area including Shasta Regional Medical Center in Redding.

If you're ever driving up North State, come by to hear many more exciting stories at the Shasta Blood Center!

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## Have You Fanned Us Yet?



If your answer is "not yet," then please do!

Fan BCP's [Facebook](#) community of more than 2,000 (and growing!) blood donors, volunteers, blood recipients, and all who care about the cause of blood donation!

Connect with us and discover information about BCP, blood donation, blood drives and discuss important issues. See ya on [Facebook](#)!

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## San Mateo County Fair, June 12-20



Psssst!  
Get an admission ticket to the  
San Mateo County Fair...on us!

How?

Keep your eyes peeled on [Facebook!](#)

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## Life Across America

In 1982, Oakland Police Officer Larry Frederick was struck by a DUI driver going at 65mph. To save his life, he needed 110 pints of blood.

Fortunately, he recovered, and what could have been a tragic outcome instead turned out to be a life-changing experience for Larry. He became an "ardent blood donation awareness advocate" and began biking for charity. Among them, Larry bike trekked 1000 miles in 10 days in June 1995 to unite communities on behalf of those in need of emergency blood and also dedicated it to the police officers who died in the line of duty.

A year later saw the advent of "Life Across America", a nationwide blood drive with Larry and his son riding 4,266 miles for the cause. The ride culminated in the Oval Office at the White House, with 191 blood drives gathering 75,000 units, resulting in the American Association of Blood Banks awarding him, The President's Award.

This year, Larry will be kicking off "Life Across America 2010" in San Francisco at Ocean Beach on June 5th, to yet again, raise awareness about the need for blood donations.

For more on Larry's story: <http://www.youtube.com/watch?v=Lt6THu29SdM> or [www.lifeacrossamerica.com](http://www.lifeacrossamerica.com)

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**Donate Blood. Save Lives. | 1-888-393-GIVE | [www.bloodcenters.org](http://www.bloodcenters.org)**

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