

Everyday Heroes

Blood Centers of the Pacific's Quarterly E-newsletter

April 2011

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Give Blood. Get Gear.



Donate blood during the month of April and get a 20 percent off coupon for your next purchase at [Sports Basement!](#) And, all donors will be entered to win a \$500 gift card!

Sports Basement has four locations in the Bay Area and an online store, where you can buy gear for skiing, camping, fitness, swimming and more.

This is our sixth year of partnering with Sports Basement and we're grateful for their continuing commitment to the cause of blood donation.

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Get See's Candies on April 23rd and 24th!



Donate blood at any of our centers during the weekend of April 23rd and 24th, and receive a 4oz box of See's Candies.

While supplies last!

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Happy 70th Birthday, BCP!

This year, Blood Centers of the Pacific (BCP) celebrates 70 years of saving lives in the community!

BCP was founded in 1941 by two San Franciscan physicians who were seeking a way to store blood for later use- by both our military and by our community hospitals. Then named Irwin Memorial Blood, it grew to serve more hospitals and communities and became a leader in the field of blood banking.



In 1997, Irwin merged with the Peninsula Blood Bank to form BCP. While there have been many changes over the year, one thing has remained the same - the commitment of our blood

donors.

We thank all our dedicated donors and volunteers, as well as our diligent staff for making us proud to be Blood Centers of the Pacific. Happy 70th Birthday, BCP!

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A Mother's Thanks

by Tiffany, Liam's mom, preeclampsia survivor, thankful parent



The memories of my son, Liam's birth - three months premature - in 2005 have gradually faded over time. As he approaches his 6th birthday, there are few daily reminders of the ordeal we faced, and his happy, energetic, loving personality can brighten any winter's day. But every year on his birthday, I can't help but think back to his fragile beginning. I say a silent thank you to those who donated the blood my son received and in doing so, extended him a lifeline.

[Click here to read more.](#)

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Working to Save the Lives of New Moms and Their Babies

BCP is proud to be a sponsor of the Preeclampsia Foundation's Inaugural Promise Walk of Northern California! Preeclampsia is a little-understood, potentially life-threatening autoimmune disorder that affects 5-8 percent of pregnant women and can result in both mother and baby needing blood transfusions.

The walk will take place on Sunday, May 7, at Vasona Lake in Los Gatos. For more information or to make a contribution, please [click here](#).

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BCP Feels Impact of Japan Earthquake & Tsunami

When BCP President and CEO, Nora Hirschler, MD, decided the blood center should donate money in the wake of the terrible tragedy in Japan, she didn't know how personally it affected one of her staff members.

Yuko Niikura, a nurse at our Diablo Valley Center in Walnut Creek, lost her aunt and uncle to the tsunami, and has other relatives in Japan who are struggling to rebuild their lives. In addition to the initial money pledged, BCP is matching money donated by staff. Our hearts and thoughts are with all those affected.

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"O" How We Need You!

Do you have type O blood? If so, whole blood or double red cell donations are ideal for you, as your red cells are the most in-demand component in area hospitals. As a type O negative donor, you're a universal red cell donor, meaning your blood can help patients in emergency situations when there is no time to find out their blood types. Your blood type can be transfused to all patients. Type O positive donors are needed because you are able to help patients who are A+, B+, AB+ and O+. This represents a large portion of the population, hence your blood is in great demand. Whether type O positive or negative, you're doing a very "positive" service to the community!

Consider donating double red cells if you are eligible. The requirements to donate double red cells are the same as for whole blood donations, with the additional requirements that males be at least 5'1" in height and 130 pounds, and women at least 5'5" and 150 pounds. Your iron level must be at least 40 percent or 13.3 hemoglobin. You may donate double red cells every 112 days.

If you currently donate platelets or plasma, you may be asked to give a red cell donation at the same time, depending on patients' needs. The great thing is you can do it all at once on the same machine!

To find out more about the different ways of donating blood [click here](#).

What does your blood type say about your personality?

According to Japanese studies, there are certain personality traits that seem to match up to certain blood types. Is this assessment of type-O individuals true for you?

People with blood type O are outgoing, energetic and social. They are the most flexible of the blood types. They easily start up projects but often have trouble following through because they give up easily. They are flighty and not too dependable. Type-O individuals always say what's on their mind. They value the opinion of others and like to be the center of attention. Also, people with O blood are extremely self-confident.

Facts about type-O donors:

- About 38 percent of the population has O-positive blood.
- About 7 percent of the population has O-negative blood.
- More than 50 percent of Hispanic donors have type-O blood.

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