

# Everyday Heroes

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

November 2011

## In this edition:

- [Free Wellness Screening!](#)
- [Welcome Sonoma County Donors!](#)
- [Going Greener](#)
- [He's Got Game...And Heart!](#)
- [Oakland Community Drive Has Moved](#)
- [Have You Redeemed Your Hero Points Yet?](#)
- [Connect with Us](#)

## Free Wellness Screening!



Our donors love getting a free cholesterol test with each blood donation and now we're adding even more to our wellness screenings!

All blood donors will now be able to track not only their cholesterol but their blood pressure, body mass index and iron level (hemoglobin)! Results are available [online](#) usually within seven days of donation.

After all, you take care of so many others when you give blood, we figure it's time to take care of you!

[Return To Top](#)

## Welcome Sonoma County Donors !

Recently, Santa Rosa-based Blood Bank of the Redwoods (BBR) closed its doors and chose BCP to continue its mission of saving lives in Sonoma, Lake and Mendocino Counties. BCP opened the doors of its [Santa Rosa Center](#) on August 1st, and has been collecting blood there and at area blood drives since.

We're proud to serve nine new [hospitals](#) in that region and to get to know the thousands of dedicated blood donors who regularly give the gift of life.

And special for the Santa Rosa center, we're offering free flu shots for donors who give blood during November. Click [here](#) for details!

[Return To Top](#)

## Going Greener

BCP recently kicked off its new online donor registration at the [Irwin Center](#) to great success!

Now, instead of using social security numbers, we take a quick picture of you and then invite you to fill out your donor history questionnaire on these nifty handheld devices called "Toughbooks." Your information is automatically available for our staff to review before your donation. And of course, it saves paper!

Donors can still use the manual method of registering but we hope you'll give this a shot. It's set to roll it out to other centers in the near future!



[Return To Top](#)

## He's Got Game...And Heart!



Well, he might be "locked out" as an NBA player but basketball star, [Stephen Curry](#), is making good use of his downtime by helping promote the cause of blood donation.

Stephen recently joined us at a very special blood drive to encourage more African-Americans to donate blood and to mark sickle cell awareness month. Patients with sickle cell must receive frequent blood transfusions and since most are African-American, the safest blood for them to receive comes from those within their own ethnic group.

To find out more about our outreach to the African-American community and other communities of color, please contact [Fred McFadden](#), BCP's Diversity Outreach Specialist.

[Return To Top](#)

## Oakland Community Drive Has Moved

Starting 11/28, the Oakland Community drive has a new location! We will now hold blood drives on the fourth Monday of every month at:

Greater St. John Missionary Baptist Church  
1909 Market St ( between 19th St & 20th St)  
Oakland, CA 94607

To make your appointment, click [HERE](#).

[Return To Top](#)

## Have You Redeemed Your Hero Points Yet?

Don't forget that every time you donate blood you earn [points](#) that can be redeemed for great thank-you gifts like movie tickets and ice cream!



Pint of Ice Cream: 200 pts



Movie Tickets: 400 pts



Music CDs: 600 pts



DVD Videos: 600 pts



Video Games: 600 pts

[Return To Top](#)

## Connect with Us

Find us on:



Blooddrops: [www.bloodcenters.org/blog](http://www.bloodcenters.org/blog)



Twitter: [twitter.com/blooddrops](https://twitter.com/blooddrops)



Facebook: [www.fb.com/bloodcenters](https://www.fb.com/bloodcenters)

And don't forget to add us to your email signature and invite your friends to join our networks!

[Return To Top](#)



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