

# Everyday Heroes

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

August 2010

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## Give blood. Get smart.

Hey Sam, There's Blood Centers of The Pacific.  
Let's pull over and donate some blood.



Last year, the Guinness World Records reported that 13 cheerleaders could fit and drive off in a smart car. More importantly, how many red squirrels can fit in a smart car?

Donate blood during July and August and be automatically entered to win a Smart Car Passion Coupe (squirrels excluded)! BCP donors must be 18-years-of-age and older.

Two lucky finalists have already been randomly chosen, with another six finalists to be picked throughout the month, and they will be invited to BCP's headquarters in San Francisco on

September 15, 2010. There, they'll each be given a key. One lucky lifesaver's key will fit and they'll drive away in a brand new smart car! And for being finalists, all seven others will receive a \$100 gas card. Last year, Daniel Riggins was our lucky winner who drove away in our smart car giveaway...this year, it could be you!

For more details and official entry rules about our "Give blood. Get smart." contest, [click here](#).

So give blood. Get smart. To make an appointment, call 1-888-393-GIVE or visit [www.bloodcenters.org](http://www.bloodcenters.org).

Oh, and the answer? [584 red squirrels](#). And no, you don't get a smart car for guessing it right.

*(artwork courtesy of blood donor Hank Cramer)*

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## September is Leukemia & Lymphoma Awareness Month



*When Trace was 2-years-old, he was diagnosed with lymphoblastic leukemia. Needing a bone marrow transplant to live, two blood drives were held to find a match. As a result, more than 160 pints of blood were collected and there were 325 additions to the National Bone Marrow Donor Registry.*

*"I was lucky I had a bunch of matches. So at age two I underwent a bone marrow transplant," said Trace. "During my treatment I was transfused with 45 pints of red cells and platelets to help my body fight the disease and to help me get strong again. Now, I'm seven and healthy. THANKS!"*

According to the Leukemia & Lymphoma Society (LLS), about 32 percent of cancers in children ages 0 to 14 years are leukemia. It is a disease that affects all ages and genders, and one of them unfortunately, was Trace.

Lymphoma is a general term for a group of cancers that originate in the lymphatic system, and can be divided into two major categories: Hodgkin lymphoma and all other lymphomas, called non-Hodgkin lymphomas.

For more information on leukemia and lymphoma, please [click here](#). And to donate blood or platelets to help patients like Trace, please visit [www.bloodcenters.org](http://www.bloodcenters.org).

## What Donation is Ideal for Your Type?

Whether you are a type A, B, O or AB, you have the unique opportunity to help save lives in a way that is special for your blood type. BCP must meet specific component needs of area patients and to do that we are encouraging donors to make the type of donation - platelets, plasma, double red cells or whole blood - that will have the greatest impact.

We'll start with blood type A:

- 34 percent of the population has A-positive blood
- 6 percent of the population has A-negative blood.

Platelet donations are ideal for you, as the majority of patients can receive your platelets. Platelets are a component of your blood that aid in clotting, and are often used in the treatment of cancer patients.

The requirements to donate platelets are the same as donating whole blood. You can donate platelets via apheresis as often as once a week even though your platelets replenish themselves as quickly as 48 hours in your body.

Depending on patient needs, you may be asked to make a different type of donation.

## Blood Type Personality Traits

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

People with blood type A have a deep-rooted strength that helps them stay calm in a crisis when everyone else is panicking. However, they tend to avoid confrontation and feel very uncomfortable around people. Type As are shy and sometimes withdrawn. They seek harmony and are very polite, but feel that they never really fit in with others. A types are very responsible. If there is a job to be done, they prefer to take care of it themselves. These people crave success and are perfectionists. They are also very creative, and the most artistic of all the blood types, most likely because of their sensitivity.

If you are blood type A and would like more information about a platelet apheresis donation or would like to make an platelet appointment, please call our platelet team at 1-800-707-8483.

Stay tuned for another blood type profile in our next e-newsletter!

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## ***Bye-bye Social Security Numbers!***

Did you know that we no longer need your Social Security Numbers (SSN)?

BCP is always looking for ways to further ensure our donor's privacy, and since October 2008, we no longer ask for your SSN when you fill out Donor History Questionnaires.

As an added security measure, all SSNs have been permanently deleted from our database. So if you see a space to fill out your SSN, remember, we don't want you to!

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

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