

Everyday Heroes

Blood Centers of the Pacific's Quarterly E-newsletter

October 2009

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Find the Hero in You....and Earn Rewards!

Do you know about BCP's Hero Rewards Program? In our "Find the Hero in Me" program, you'll be automatically enrolled when you donate blood and receive points for cool gifts like movie tickets, music and more!

Here's how:

Every time you donate blood you'll be rewarded for your lifesaving donation:

Double red cell donation = 200 points

Whole blood donation = 100 points

Apheresis donation = 100 points

You'll also receive an additional 100 points for:

* Scheduling and keeping an online appointment

* Donating 3 times a year and for every donation thereafter



Pint of Ice Cream: 200 pts



Movie Tickets: 400 pts



Music CDs: 600 pts



DVD Videos: 600 pts



Video Games: 600 pts

Simply visit www.bloodheroes.com to learn more and schedule your appointment. You'll even earn 50 points just by doing so!

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Need a Jolt to Get You Through Halloween?

[Donate blood](#) on Friday or Saturday (October 30 + 31) at any of our centers and receive a "Blood Energy Potion" novelty drink*. It's true!

These one-of-a-kind "blood potion" drinks look just like the blood bag you fill up every time you donate and are really drinkable.

So come on in --- if you dare!

**while supplies last*



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Congratulations Smart Car Winner!



He gave blood. And he got smart.

This past September, more than 12,000 donors did the smart thing. They donated blood and were automatically entered to win a new Smart Car Passion Coupe.

"This was the first time our blood center gave away a gift so large, but our shortages are so severe and frequent that we knew we had to do something different," said Nora Hirschler, M.D., BCP President. Ten finalists were randomly chosen and invited to a special event at BCP's headquarters in San Francisco on Tuesday,

October 6. They came from all the Bay Area region from as far as Redding, Napa, San Jose and from our own backyard of San Francisco. Among them were a school teacher, college student, mother, garbage man and even one person who was recently laid off. But there could only be one lucky winner!

Each of the finalists picked random keys from a basket and awaited their turn at trying their key in the car. After seven disappointed attempts, Daniel Riggins of San Jose, stepped forward, tried his key...and with the purr of the engine, was proclaimed the smart car winner!

The win was especially sweet as Daniel and his wife, share one car that's 15-years-old. The other nine finalists did not walk away empty-handed as they all received \$100 gas cards.

Congratulations to Daniel for being our smart car winner! And thanks to all our donors who continue to do the smart thing by [donating blood](#)!

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BCP's New and Improved Website + Blog!

Have you checked out BCP's [website](#) lately? We've recently undergone a much-needed makeover (it's been 10 years!) and we now have a clean and sleek look! Our website is now easier to navigate and saving a life is just a click away.

Before



After



Please visit us at www.bloodcenters.org and let us know what you think! Oh, and while you're at it, please check out [BCP's blog](#) too.

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Find BCP on Facebook and Twitter

Yup, that's right, BCP's on [Facebook](#) and [Twitter](#). Join like-minded blood heroes like yourself and add us to your Facebook and follow us on Twitter!

By doing so, you'll be in the loop on events and going-ons at BCP. You'll also get to "meet" other blood donors, share your experiences, watch videos, etc...

So, please add us and don't forget to invite your other Facebook and Twitter friends too!

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Feeling Well? Donate Blood.

Seasonal flu, flu shots, H1N1 flu, Tamiflu...it seems one can't open a newspaper or turn on the news without hearing those words these days. The world is preparing to guard against the flu, and BCP is doing the same.

"As we prepare for the fall and winter flu season, we encourage healthy people to keep their donation appointments," said Nora Hirschler, M.D., BCP President. "People who aren't feeling well should plan to donate at another time when they are 100 percent recovered."

As in any flu season, keeping the blood supply humming is vital. It takes 500 pints of blood each day to keep up with our local hospital patients' needs.

This fall, make it the season of giving! Get a flu shot for yourself, and donate blood to help save lives.

To make an appointment, visit www.bloodcenters.org.

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BCP Wishes All Our Blood Donors a Happy and Safe Halloween!



Donate Blood. Save Lives. | 1-888-393-GIVE | www.bloodcenters.org

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Blood Centers of the Pacific