

Everyday Heroes

Blood Centers of the Pacific's Quarterly E-newsletter

October 2010

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Coming Together

This past September, we experienced another sobering reminder of the need to always have enough blood available in times of emergency. On a Thursday evening, an underground gas line in San Bruno, about 12 miles south of San Francisco, exploded without warning, sending a fireball 80 feet in the air and setting homes on fire. Eight people lost their lives, many were injured and more than 50 homes were burned.

Within hours, the phone lines at BCP were lighting up with calls from those wishing to donate blood, and by the end of the evening, all online appointments had been booked. Blood donors came in droves to most BCP centers over the next couple of days, with especially large numbers at our Millbrae, Downtown and Irwin centers. The outpouring of generosity was inspiring. Many were asked to fill out pledge cards and return in the following weeks to donate blood, as BCP wanted to ensure it managed its inventory wisely.



Some people had never given blood before, for others it'd been a long time. Megan Nix who brought her 6-month-old baby girl, Evelyn, with her said, "I heard what was going on and decided to help." Megan used to donate blood in Sacramento, before moving to the Bay Area.

While the blood donated in the wake of the emergency went to replenish supplies, it was the blood that was already tested, typed and on hospital shelves that saved the victims' lives. It is yet another reminder about the importance of always having an ample blood supply.

Thank you donors.

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Getting Smart



The only other thing she'd ever won was an Easter basket. Which, incidentally, got eaten by her dog.

"I was 11 and won it at my father's rotary club," said Christie Friday, 41. "I had placed it on top of the dryer and when we came home, it was gone."

This past September, Christie was the lucky winner of another prize, which although inedible we hope she'll get to keep around and enjoy – a brand new Smart Car Passion Coupe!

In addition to the cause of saving lives, BCP gave donors another reason to donate blood this past summer. All blood donors who gave blood in July and August were entered in to the "Give blood. Get smart." promotion to win a brand new car.

This was BCP's second time giving away a Smart Car to a lucky blood donor. More than 22,000 people donated blood during the promotion and a finalist was randomly chosen each week. But there could only be one lucky winner!

On September 15th, all eight finalists eagerly gathered at BCP's headquarters in San Francisco. Each picked a random key from a basket and the crowd waited in anticipation as they took turns trying their key in the ignition. When Christie, the sixth finalist, tried her key, the engine came to life and [she was pronounced the winner!](#) Christie, a Napa resident and working mother of three who believes that the world should be about helping people, has been a regular blood donor since high school.

"I'm totally shocked!" said Christie, who says there's no reason why everyone shouldn't donate blood. "Winning is so surreal!"

The other seven finalists did not walk away empty-handed as they all received \$100 gas cards. Congratulations to:

Scott Hanson, Go Kart Place blood drive
Elizabeth Harris, Wind River blood drive
Graham McDermott, Irwin Center
Adena Ditunno, Peninsula Center
James O'Shaughnessy, Peninsula Center
Francois Lespade, Redwood City Center
Rebecca Glyn, U.S. EPA blood drive

Congratulations to Christie 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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Congrats iPad Winners!

This past September, BCP raffled off a coveted iPad each week to a lucky donor!

Congratulations to:

Josh Delapp, Shasta Blood Center
Jose del Castillo, SF Chronicle blood drive
Danille Lyles, Fremont Site
Mark Sawyer, Solano Community College blood drive
Graciela Ryder, platelet donor, Diablo Valley Center



iDonate.
iSaveLives.
iWin.

Thank you to all who donated blood - you're all winners in our eyes!

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Feeling a Lil' Vampire-like this Halloween?



Do you have a dry mouth not satiated by any liquids? Are you irritable when the moon comes out? Have unwanted fang exposure? Uncontrollable biting or an over-heightened sense of the human pulse?

Come donate blood at any one of our centers October 26th - October 31st, and we'll try to quench your thirst with a special Halloween blood energy "potion" courtesy of [Blood Energy Potion](#).

These fun drinks are the perfect Halloween beverage – for yourself or as a gift. So if you're feeling a bit vampire-like during this ghoulish season, get your special blend of protein, electrolytes and enzymes you thirst for in a delicious fruit-punch flavor. Available while supplies last!

To make an appointment to donate blood, please call 1-888-393-GIVE or visit www.bloodcenters.org.

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October is Breast Cancer Awareness Month

On Sunday, September 26th, BCP joined thousands who walked and ran at the 20th Annual Komen San Francisco [Race for the Cure](#).

Breast cancer is the most commonly diagnosed cancer and the second leading cause of death for women in California. It is the most prevalent cancer in the world today, with about 1.3 million people diagnosed annually. The exact cause of the disease is unknown, and at this time, there is no cure.

It is also important to remember that patients undergoing treatment for breast cancer will require the use of blood components. Red blood cells are the most-used blood component for surgery, while platelets help control bleeding and are often used to help patients undergoing chemotherapy.

For more information about breast cancer, click [here](#). To learn more about platelet donation, click [here](#).

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Roll Up Your Sleeves This Holiday!

Wow, before you know it, the holidays will be here! While you're making shopping and dinner plans for the upcoming holiday season, don't forget to include us in your busy schedule!

Blood centers usually face blood shortages during the holidays due to the flu season, vacationing donors, out-of-session schools, among several other reasons.

Please make [an appointment](#) to donate blood in the coming months. It'll be the best gift you could give someone this holiday.

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

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