

# Everyday Heroes

Blood Centers of the Pacific's Quarterly E-newsletter

January 2008

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## Donate Blood, Get Movie Ticket!



Spent too much money this holiday season? Exhausted after all the partying and just want to sit and relax? We'll help you do both and more.

Donate blood from now till January 6th, 2008, at any of our locations or blood drives and receive a movie ticket!

You'll sit and relax while helping save lives, and treat yourself to a movie on us!

To make an appointment to donate blood, visit

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

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## What's New at UCSF?

UCSF is using a new protocol to give patients another chance at life. Organ transplant patients who are unable to find organs that match their blood type can now receive mismatched type organs if an AB plasma transfusion is completed.

Just last month, UCSF notified BCP of three organ transplant patients who needed AB plasma: One patient underwent a non-ABO compatible kidney transplant and another was transplanted a week later. These patients have the potential of using 25-30 units of AB plasma each day. A third patient underwent a liver transplant using 20- 40 units of AB plasma.

To make a plasma donation or learn more about the program, please call 1-800-707-8483.

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## Holiday Season Means Importing Blood...If It's Out There

Not enough people donate blood, and because of this, Northern California must import as much as 25 percent of its blood from outside the region. That's 25,000 pints of blood from other parts of the country. But as that shortage spreads across the nation during the winter months - due to the holidays and bad weather - available blood to import becomes scarce.

Because of this, BCP often offers fun giveaways such as movie tickets (see above) during critical time periods in order give people that "extra motivation" to donate blood. However, even that isn't always enough. Please help us avert a critical blood shortage by donating blood this month - and making blood donation a priority in 2008.

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### **New Locations in 2007 and 2008**

[San Jose Donor Site](#) - Opening January 2008



Donate blood at our new San Jose location!

Cambrian Park Church of the Nazarene  
(lobby)  
2575 Coit Drive, San Jose, CA 95124 (one  
block west of Leigh)

We will be open:  
Mondays: 2:30 p.m. to 7:30 p.m.

[Ukiah Valley Center](#) - Opening in January 2008

The Ukiah Valley Center will be moving to its new location in 2008. We will be open every 2nd and 4th Mondays, from 2:00 p.m. to 6:00 p.m.

Donate blood at our new location at:  
Ukiah Valley Medical Center  
275 Hospital Drive, Ukiah, CA 95482

[Peninsula Center - Millbrae](#)

This past year saw a new permanent location in Millbrae for our Peninsula Center. In April 2005, the Peninsula Center vacated its home of 40 years in Burlingame, moving to its temporary location in San Mateo.

The Peninsula Center celebrated its grand opening in Millbrae on Valentine's Day. Occupying 8,000 square feet, the center accomodates 10 donor beds and four e-chairs.

The Peninsula Center is located at 111 Rollins Road, Millbrae, and is open:  
Monday and Friday: 8:00 a.m. to 3:30 p.m.  
Tuesday to Thursday: 11:00 a.m. to 6:30 p.m.  
Saturday: 8:00 a.m. to 2:00 p.m.

**To make an appointment to donate blood at our new locations, please call 1-888-393-GIVE or visit [www.bloodcenters.org](http://www.bloodcenters.org).**

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## Did You Know...?

In 2007, with your help:

- BCP helped save 50,000 patients throughout Northern California
- BCP served 40 Northern California hospitals
- About 126,000 pints of blood (more than 4.3 percent than in 2006); and about 22,300 pints of platelets (more than 1.3 percent than in 2006) **were collected**
- About 137,000 pints of blood (more than 3 percent than in 2006); and about 20,000 pints of platelets (more than 8 percent than in 2006) **were distributed**
- About 19,500 pints of blood (about 7 percent less than in 2006); and about 1,100 pints of platelets (twice as much as in 2006) **were imported**

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**BCP Wishes All Our Donors a Happy New Year!**

***January is National Blood Donor Month - Make Lifesaving a Habit, Donate Blood!***



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

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