

Everyday Heroes

Blood Centers of the Pacific's Quarterly E-newsletter

January 2009

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Find the Hero in You Awards Program



Find the Hero in You...

...and Earn Rewards for Your Donation!

Blood Centers of the Pacific wants to thank you for your lifesaving donations! All who donate blood during a calendar year are automatically recognized and rewarded in the "Find Hero in You" program.

The program uses Gold, Silver and Bronze recognition levels to offer benefits to donors who donate regularly during a calendar year. You'll receive points for donating regularly, and redeem them for exciting gifts like movie tickets, gift certificates and more!

Here's how:

Every time you donate, you'll be rewarded for your lifesaving donation.

- Double red cell: 200 points
- Whole blood donation: 100 points
- Apheresis donation: 100 points

You can also receive additional rewards for:

- Scheduling an online appointment and keeping it: 100 points
- Donating 3 times a year and for every donation thereafter: 100 points
- Donating yearly: 100 loyalty points

The quickest way to start earning points is to visit www.bloodheroes.com and learn about the program. You'll earn 50 points by doing so! Then, make your next appointment on the website. When you donate as scheduled, you'll pick up 100 points for keeping the appointment and another 100 points for the donation. Most reward gifts are available for 400 points.

Find the hero in you. Give blood three times a year!

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Plasma Donors Helping to Save Infants

BCP has just been selected to help develop a lifesaving vaccine for babies. With the help of plasma donors, this FDA-licensed vaccine nicknamed "BabyBIG," is used to treat a rare paralytic disease called infant botulism.

There are approximately 100 annual cases of infant botulism nationwide with the majority of cases occurring in California. Infants under a year of age can get the disease by eating the Clostridium botulinum bacteria spores. This can happen when infants are crawling or exposed to these spores on the ground. Honey is another source of these spores; hence, children under a year old should not be given honey. The bacteria (which cannot be killed by these infants' immature digestive systems) produce botulinum toxin causing symptoms such as muscle weakness, inability to swallow food or open eyelids. In severe cases, the infants are completely paralyzed and require weeks on mechanical respirators in the ICU.

BabyBIG is prepared from the plasma of our apheresis donors, then manufactured into the vaccine. The California Department of Public Health then distributes BabyBIG to infected infants.

Thanks to plasma donors for saving these babies' lives! To learn more about plasma donations, please call 1-800-707-8483.

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Blood Donors Answer Call to Action

"Let us rise up...with greater readiness. Let us stand with a greater determination. And let us move on in these powerful days, these days of challenge to make America what it ought it to be." ~ Martin Luther King, Jr.

In 1994, Congress had passed the King Holiday and Service Act, designating it as a national day of volunteer service.

This year on Martin Luther King Jr. Day (the day before inauguration), Michelle Obama and now President Barack Obama renewed that focus on volunteerism. And with that call to action, more than 100 new blood donors came to BCP's blood drives and centers to help save lives!

BCP thanks all our blood donors for their community service and hopes that our new President's message will serve as a reminder to make it an ongoing commitment to saving lives. "Government will do its part to open up more opportunities for citizens to participate," said President Obama. "And in return, I ask you to play your part - to not just pitch in today, but to make an ongoing commitment that lasts far beyond one day, or even one presidency."

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Extra Hours!

BCP has added extra hours to two of our centers.

You can now save lives at our [Redwood City Center](#) on Sundays too! In addition to our regular

hours, we're now also open from 8:00am o 3:30pm every Sunday.

And, we're now also open on Tuesdays at our [Marin Center](#) from 11:00am to 6:30pm.

To make your lifesaving appointment, visit www.bloodcenters.org.

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

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