



PRESS RELEASE

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BLOOD CENTER ISSUES EMERGENCY APPEAL FOR TYPE O NEGATIVE BLOOD

January is National Blood Donor Month

SAN FRANCISCO – After days of high need, including several trauma cases, Blood Centers of the Pacific (BCP), the Bay Area’s blood center, is reporting a **critical shortage of Type O negative blood, which can be given to anyone in an emergency.**

BCP is urging all area residents who have Type O negative blood to donate blood as soon as possible.

“We have notified our hospitals that we are unable to fulfill their orders for O negative blood,” said Dr. Nora Hirschler, President of BCP. “We’re hopeful potential blood donors will step forward so this critical shortage is short-lived. With January being National Blood Donor Month, it’s a great time to start the new year right by becoming a blood donor.”

Blood Centers of the Pacific regularly imports blood from out of state to meet demand, but bad weather across the nation has hampered those efforts. Unable to rely on those blood imports, blood center officials are warning hospitals that they may not receive the blood they need for upcoming surgeries and treatments.

Due to higher than normal usage over the past few days, including trauma cases and complex surgeries, coupled with an expected drop in donations due to bad weather here in the Bay Area, blood center officials are deeply concerned.

BCP is a community-based, nonprofit organization that supplies blood to 40 hospitals throughout Northern California. **To donate blood, call 888-393-GIVE or visit www.bloodcenters.org.**

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