



Northern California Blood Services Region
6230 Claremont Avenue
Oakland, CA 94618
Media contact: Sara O'Brien
510.594.5205; cell 510.773.2409
obriensj@usa.redcross.org

Blood Supply May be in Jeopardy in West Due to Wildfires *More Blood Donors Needed in Bay Area Now*

October 23, 2007 – Oakland, CA – Wildfires have caused the cancellation of several Red Cross blood drives in Southern California resulting in the loss of nearly 200 units (a unit is about a pint) of blood to date. The American Red Cross asks eligible blood donors in Northern California to help make up this loss by making an appointment to donate blood by calling 1.800.GIVE.LIFE (1.800.448.3543).

Blood is needed for hospital patients throughout Southern California, including those who have been affected by the fires. "The current wildfires have affected the collection of hundreds of units of blood," states Jay Winkenbach, CEO for American Red Cross Northern California Blood Services Region. "We need people to step forward to donate blood and help make sure we have an adequate supply of blood and blood products for patients in every California hospital we serve. By having enough donors to collect to capacity at blood drives and centers the rest of the month we can help meet that need."

Any healthy person age 17 or older, weighing at least 110 pounds, and in good health may be able to donate blood.

To make an appointment to donate blood, call 1.800.GIVE.LIFE (1.800.448.3543) or visit www.BeADonor.com and search for the blood drive or center location nearest you. The Red Cross has blood centers in Newark, Oakland, Pleasant Hill, Pleasanton and San Jose.

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