



**America's Blood Centers**<sup>®</sup>  
It's About *Life.*

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## NEWS RELEASE

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### **Thank A Donor Web Site Connects Blood Donors and Recipients**

*New Online Community Taps Power of Social Networks to Raise Awareness, Give Thanks*

**WASHINGTON (January 5, 2010)** – [America's Blood Centers](http://www.AmericasBlood.org) has launched a new online community that offers blood transfusion recipients the chance to connect with blood donors. The new Web site, [Thank a Donor](http://www.ThankADonor.org), aims to forge meaningful connections between people who donate blood and the people who receive it.

“Our blood centers rely on the generosity of people who, in most cases, never meet the beneficiaries of their kindness,” said Thomas Schallert, president of America’s Blood Centers. “This site gives those who have received a blood transfusion, as well as their families and friends, the chance to tell their stories and personally say thank you. We hope the running dialogue on this site will inspire others to give blood, make a charitable contribution to a blood center or volunteer their time.”

[Thank a Donor](http://www.ThankADonor.org) allows visitors to upload images, videos and a description of their connection to blood donation. Visitors to the social networking site can browse profiles or participate in a conversation, creating a personal profile and interacting with others via the site’s comment feature. Using the site’s search function, visitors also can browse the profiles of others using keywords to find donors or recipients with mutual interests or backgrounds.

In addition to networking, [Thank a Donor](http://www.ThankADonor.org) also serves as an informational resource for those inspired by the conversation and interested in donating blood, time or making a financial contribution.

The online community launches just in time for National Blood Donor Month, which is observed during the month of January.

#### **About America’s Blood Centers**

Founded in 1962, America’s Blood Centers is North America’s largest network of community-based, independent blood programs. Recognized by the U.S. Congress for its critical work in patient care and disaster preparedness and response, the federation operates more than 600 blood donor centers providing nearly half of the U.S., and a quarter of the Canadian blood supply.

These blood centers serve more than 180 million people and provide blood products and services to more than 3,500 hospitals and healthcare facilities across North America. America’s Blood Centers’ U.S. members are licensed and regulated by the U.S. Food and Drug Administration. Canadian members are regulated by Health Canada.