



America's Blood Centers®
It's About *Life*.

NEWS RELEASE

NEXCARE™ BRAND AND AMERICA'S BLOOD CENTERS CELEBRATE WORLD BLOOD DONOR DAY WITH SECOND ANNUAL NEXCARE GIVE PROGRAM

Nationwide Initiative Encouraging Blood Donation Comes to Life around the Country

WASHINGTON (June 14, 2010) – Many Americans may consider giving blood to be an important act of community service, however, less than 10 percent donate on an annual basis. Incredibly, if just one percent more donated – *less than four million Americans* – the nation's blood shortages would disappear for the foreseeable future. To help close this gap, **Nexcare™ Brand and America's Blood Centers** announce the second annual **Nexcare give program**, a nationwide blood donation initiative centered around **World Blood Donor Day, Monday, June 14th, and extending through Sunday, June 20th.**

With the support of hundreds of participating community blood centers nationwide, the Nexcare *give* program inspires Americans with a message of hope, and helps to **spread the word by distributing limited-edition Nexcare Bandages marked with the word *give***. A symbol for the cause, these high-performances, diamond-shaped **Nexcare give Bandages serve as a badge of honor** for blood donors and encourage others to get involved.

Made in the U.S.A., the 2010 Nexcare *give* Bandages are inspired by both the patriotic act of giving blood as well as Flag Day, which will also be recognized on June 14, 2010. This collection of three Nexcare Bandages, designed with the patriotic colors of red, white and blue, are adorned with stars and stripes to represent the everyday hero in each American who commits to saving lives by donating blood.

For those unable to visit a participating center within the America's Blood Centers network, the Nexcare Brand has launched a website, www.nexcare.com/give, where visitors can register to receive a **free** sample of Nexcare *give* Bandages, as well as get more information and share their own blood donation story.

"We are passionate about this noble cause and committed to raising awareness and recognition in our communities," said Ty Silberhorn, vice president and general manager, 3M Consumer Health Care Division. "Our goal with the Nexcare *give* program in 2010 is to reach even more Americans nationwide with a message of thanks for donating blood, a symbol of hope for those who need blood every day, and a call to action for others to get involved."

World Blood Donor Day comes at an important time each year. As local blood centers face "summer shortages," the nation's blood supply comes under strain due to less donations because of increased vacation schedules and other seasonal distractions that tend to take place in the summer months. World Blood Donor Day reminds Americans to donate and enables them to help make an impact in reducing these shortages.

(MORE)

“Despite advances in modern medicine there is still no substitute for human blood, making our nation’s supply rely solely on the difference made by each and every donor,” said America’s Blood Centers’ Chief Executive Officer, Jim MacPherson. “Donating blood is an honorable way to give back to your community that doesn’t cost more than an hour or so of your time, a fact that may resonate even more in these economic times.”

Additionally, some blood centers will show their dedication to the cause as the week culminates with an event called the “**give Blood Drop Formation.**” Community members will gather at a **specified location**, wearing red T-shirts, to assemble in the formation of a single drop of blood. This event is happening in cities across the country as centers compete to create the largest formation of this type ever, in hopes of setting a new world record.

The 2010 Nexcare *give* program kicks-off on Monday, June 14th with World Blood Donor Day. Throughout that week, local blood centers will distribute limited-edition Nexcare *give* Bandages, as well as host local events. For more information or to request additional bandages at no cost, visit www.nexcare.com/give.

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Did You Know? Facts About Blood Donation

- One pint of blood can **save up to three lives**
- **Every two seconds**, someone needs blood
- Most Americans will **require a blood transfusion at some point** in their lives
- **Less than 10% of Americans donate** blood on an annual basis
- **If one percent more Americans gave blood**, all national blood shortages would disappear for the foreseeable future
- There is **no substitute** for human blood
- Donors can give whole blood **up to six times a year**

About America’s Blood Centers

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

These blood centers serve an area with 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.

About 3M

A recognized leader in research and development, 3M produces thousands of innovative products for dozens of diverse markets. 3M’s core strength is applying its more than 40 distinct technology platforms – often in combination – to a wide array of customer needs. With \$23 billion in sales, 3M employs 75,000 people worldwide and has operations in more than 65 countries. For more information, visit www.3m.com.

For additional information about Nexcare Bandages, made by 3M, go to www.nexcare.com.

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